Crime Tops List of Public's Concerns

Louisiana residents remain pessimistic about the direction of the state; confidence in state government remains low

The first in a series of three reports from the 2023 Louisiana Survey, a project of the Reilly Center for Media & Public Affairs

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Reilly Center for Media & Public Affairs

The Reilly Center for Media & Public Affairs is partnership-driven, action-oriented, and dedicated to exploring contemporary issues at the intersection of mass communication and public life. Its interdisciplinary approach draws together experts from diverse fields to advance research and dialogue. The intent is to inspire our communities to think deeply, develop solutions, take action and broaden knowledge. The Center's role, within the state's flagship university, is to respond quickly to the needs of state governance in addressing challenges facing Louisiana, particularly in times of crisis such as during Hurricanes Katrina and Rita, the 2010 Deepwater Horizon oil spill and the 2016 historic floods. Underlying the Center's endeavors is to strengthen and advance the Manship School's national and state leadership in media and politics.

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About the 2023 Louisiana Survey

The *2023 Louisiana Survey* is the twenty-first in an annual series of statewide surveys beginning in 2003 and sponsored by the Reilly Center for Media & Public Affairs at Louisiana State University's Manship School of Mass Communication.

Reflecting the continuing evolution of survey research, we used two approaches for this year's survey. First, we used our traditional probability-sampling approach to draw landline and cell phone numbers for a live-interview telephone survey. Second, in partnership with the research firm *YouGov*, we administered an online survey to a nonprobability sample of Louisiana residents who participate in the *YouGov* panel. We use statistical weights in the analysis of responses from both modes to adjust for likelihood of participation and ensure each sample represents the population of adult Louisiana residents. More information about our methods, including *YouGov*'s strategy for generating representative samples, is available in the survey methodology section of this report.

The body of this report focuses on results from the traditional telephone mode with probability sampling. However, interested readers can find the topline results from both samples at the end of this document.

The mission of the *Louisiana Survey* is to establish benchmarks as well as to capture change in residents' assessments of state government services. Each iteration of the *Louisiana Survey* contains core items designed to serve as barometers of public sentiment, including assessments of whether the state is heading in the right direction or wrong direction and perceptions about the most important problems facing the state. The survey also captures current public opinion on contemporary policy issues. The *2023 Louisiana Survey* includes questions about perceptions and experiences with crime, access to health care, insurance, abortion, and marijuana legalization.

As part of an effort to ensure that the *Louisiana Survey* fulfills its public service mission, the research team solicited input about topics for the survey from members of the government and policy community across the political spectrum. Additionally, the research team drew upon expertise in public policy and polling from Louisiana State University faculty. These advisors provided invaluable insight into the design of the questionnaire and in identifying the contemporary policy questions that could most benefit from an understanding of the public's views. While we are indebted to them for their time and contributions, they bear no responsibility for final decisions on the questionnaire, analysis, and interpretation appearing in this report or for any mistakes therein.

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

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Summary

Key results of the *2023 Louisiana Survey*, a project of the Reilly Center for Media & Public Affairs at Louisiana State University, include:

State of the State

- Most Louisiana residents (61%) believe the state is heading in the wrong direction. While this marks a slight decline of five percentage points from last year, it is the second consecutive year in which a majority of state residents said the state is heading in the wrong direction.
- This year, crime surged to the top of state residents' concerns, named by about one fifth of respondents (19%).
- Confidence in state government remains low. Only 28% of Louisiana residents say they are either "very confident" or "somewhat confident" in state government to address pressing problems.
- The index of consumer sentiment, which measures changes in the outlook for the economy, for Louisiana is 53.5 in the early spring of 2023, a slight improvement over 50.3 in 2022 but well below the value for the United States as a whole, 63.5.
- Four out of five Louisiana residents (80%) say that crime has increased over the last few years. One fourth of state residents report they were the victim of a property crime within the past year, and 15% report they were attacked or threatened with violence.
- Most Louisiana adults (76%) visited a doctor in the past year for a routine checkup. Yet, 22% of adult Louisiana residents have not seen a doctor in more than a year.
- Overall, 13% of adult Louisiana residents have needed to see a doctor for their physical health in the past year but could not because they could not afford the cost. The same share (13%) have needed mental health care within the past year but could not afford it.

State of the State

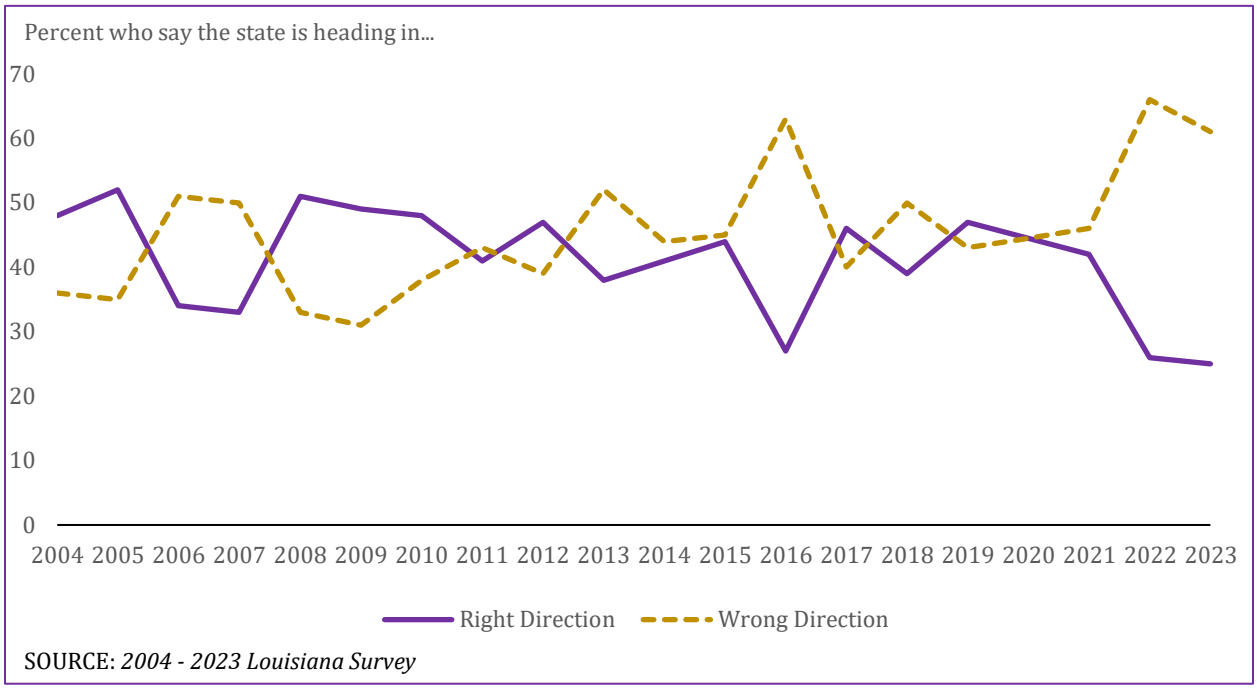
Residents remain pessimistic about direction of state

Most Louisiana residents (61%) believe the state is heading in the wrong direction. While this marks a slight decline of five percentage points from last year, it is the second consecutive year in which a majority of state residents said the state is heading in the wrong direction.

This view is common across genders, racial and ethnic groups, and political ideologies. Most white respondents (64%), most Black respondents (57%), and most respondents with other racial or ethnic identities (64%) said the state is heading in the wrong direction. Women (62%) as well as men (60%) do not like the direction of the state. Likewise, most respondents identifying as liberal say the state is heading in the wrong direction (67%) as do most respondents identifying themselves as conservative (63%).

At the same time, there is variation across socio-economic status, geography and partisanship. Although in each case, more people say the state is heading in the wrong direction than say it is heading in the right direction there are significant gaps. For example, 67% of respondents who attended college say the state is heading in the wrong direction while just 54% of those without any college agree. Similarly, 67% of respondents with a household income of $100,000 or more said the state is heading in the wrong direction, but this share drops to 48% among those whose household income is less than $25,000 (yet, even among this group, only 31% said the state is heading in the right direction). Pessimism is highest in the greater Baton Rouge area (70%) and greater New Orleans area (69%), but lower in greater Shreveport (54%), the rest of north Louisiana (55%), and south central/southwest Louisiana (52%). Finally, while Republicans are especially pessimistic about the direction of the state (68%), most independents (64%) and a slim majority of Democrats agree (52%).

Figure 1: Perceptions about the direction of the state



SOURCE: *2004 - 2023 Louisiana Survey*

Crime tops list of priorities for first time in 20 years

Each year since 2004, the *Louisiana Survey* has asked respondents to name the single most important problem they would most like state government to work on in the year. The question is open-ended, meaning respondents can answer in their own words rather than selecting from a provided list. We code their verbatim responses into issue categories. The following table shows the percentage of respondents who provided an answer falling within various issue categories. The same respondent may appear in multiple rows if their answer fits into multiple categories. For example, gun violence counts in both the guns category and the crime category. Additionally, the table shows only categories for which at least two percent of respondents named a problem. Therefore, the percentages in the table do not sum to 100.

Over most of the past two decades, the economy and education have regularly topped the list of the public's priorities, although other issues have reached the top on occasion – including rebuilding after Hurricane Katrina in 2006, the budget in 2016, and Covid-19 in 2021. This year, crime surged to the top of state residents' concerns, named by about one fifth of respondents (19%). In most years, only about six to ten percent have named crime.

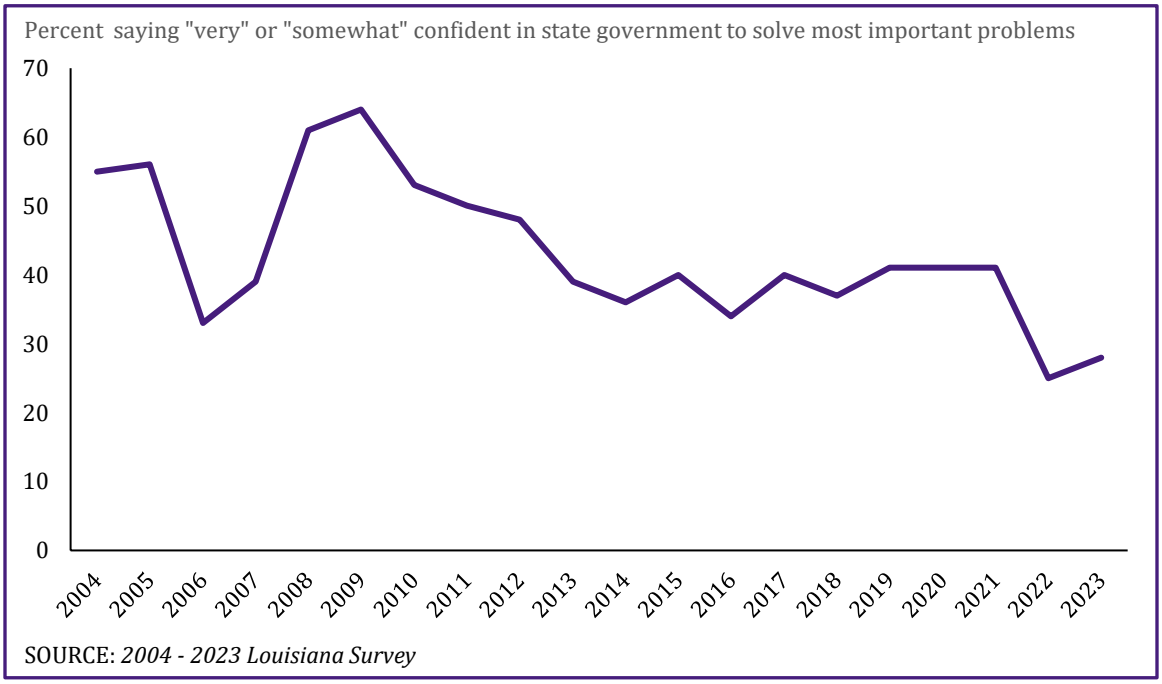
Table 1: Percentage of participants naming issue as most important (includes only issues named by at least 2% of sample)

Issue	Mentioned as Most Important
Crime	19%
Economy	15%
Education	10%
Infrastructure	9%
Health care	5%
State budget, taxes, and spending	4%
Abortion	4%
Housing	3%
Environmental issues, climate change, or coastal issues	3%
Guns	2%
Public assistance and social services	2%
Insurance	2%
Criminal justice and law enforcement	2%

Few are confident in state government to solve important problems

Last year, the public's confidence in state government to tackle important problems fell to its lowest point on record since the *Louisiana Survey* first included this question in 2004. Confidence remains low this year. Only 28% of Louisiana residents say they are either "very confident" (4%) or "somewhat confident" (24%) in the state government to solve the problems they would most like to see it address. Forty percent (40%) are "not very confident," and 30% are "not at all confident."

Figure 2: Confidence in state government to solve important problems remains low



SOURCE: *2004 - 2023 Louisiana Survey*

State residents see poor economic prospects

The survey includes a battery of five economic questions modelled on items in the University of Michigan's national Index of Consumer Sentiment (ICS) that asks about how people are doing financially and how they think the economy is doing.

Forty-two percent (40%) of respondents said they are worse off financially than they were a year ago. Forty-three percent (43%) say they are about the same financially as they were a year ago, and just 16% said they are better off. These shares are nearly identical to those from last year's survey.

Looking ahead, 26% expect they will be worse off financially in another year than they are today. An identical share expects to be better off in a year (26%), and 43% think they will be in the same financial position as they are today.

Respondents took an even gloomier view of the prospects for the economy. Only eight percent (8%) expect good business conditions over the next year, while 50% said they expect business conditions to be bad (29% said "somewhat bad" and 20% said "very bad").

Similarly, when asked to look ahead over the next five years, 73% of respondents said the economy is more likely to see widespread unemployment or depression than to see continuous good times. Just 18% said the opposite.

Considering the economy and their financial situation today, 47% said it is a bad time for big-ticket purchases for their homes, such as furniture or appliances (including 26% who said, "somewhat bad," and 21% who said, "very bad"). Just 16% said it is a good time (including 4% who said, "somewhat good," and 12% who said, "very good").

Following the University of Michigan's formula for combining responses to these five questions into an ICS yields a value of 53.5 for Louisiana in the early spring of 2023, a slight improvement over 50.3 in 2022. Across the United States as whole, the index of consumer sentiment in April 2023 was 63.5. In short, while improving slightly since 2022, Louisianans continue to have a significantly dimmer view of the economy and their own financial situations than do Americans as a whole.

Four-fifths of residents see crime on the rise

Four out of five Louisiana residents (80%) say that crime has increased over the last few years. This view of crime is widespread across genders (79% for men, 81% for women), ages (74% for those under the age of 30, 79% for those 65 or older), racial identities (80% among both non-Hispanic white respondents and non-Hispanic Black respondents, and 84% among all others), education levels (82% among those with only a high school degree or less, and 84% among college graduates), household incomes (74% among those with incomes below $25,000, and 84% among those with earnings of $100,000 or more), geography (84% in the least populous parishes, 87% in the most populous parishes), political ideology (81% among liberals, 83% among conservatives, and 77% among moderates), and party (75% among Democrats, 83% among Republicans, and 81% among independents).

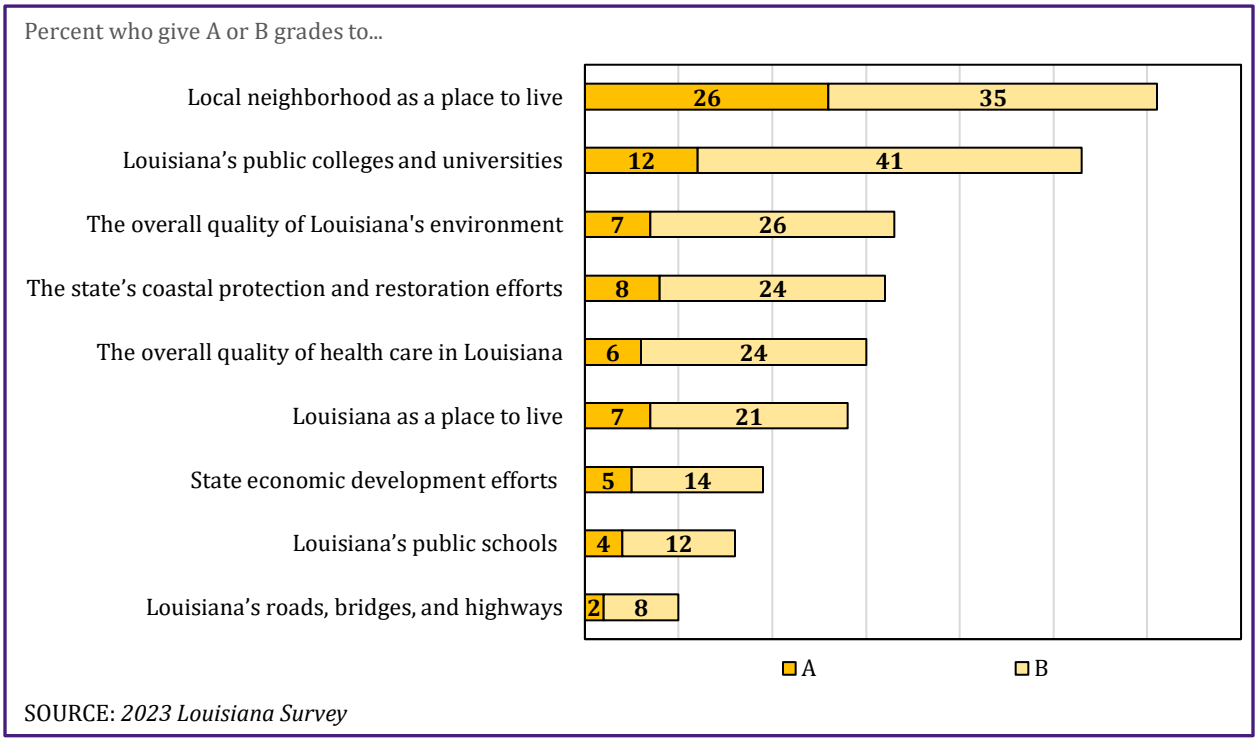
One fourth of state residents report they were the victim of a property crime within the past year. This share is largest in the most populous parishes (29%) and smallest in the least populated parishes (19%). Fifteen percent of residents report they were attacked or threatened with violence within the past year. This share is higher among those who did not attend college (19% versus 7% among college graduates), have lower household incomes (18% versus 9% among those with incomes of $100,000 or more). Unlike property crimes, however, the rate of victimization of violence or threat of violence is similar across smaller and larger parishes.

Residents give highest grades to their neighborhoods and the state's public colleges

We asked respondents to grade nine aspects of life in Louisiana: the state as a place to live overall; the respondent's local neighborhood as a place to live; public colleges and universities; the quality of health care; the overall quality of the environment, including clean air and drinking water; roads, bridges, and highways; state economic development efforts to attract, recruit, and create jobs; the state's coastal protection and restoration efforts; and Louisiana's public schools overall.

The highest grades went to local neighborhoods: 26% A grades and 35% B grades. Louisiana residents also graded the state's public colleges and universities relatively well: 12% A grades and 41% B grades. None of the other aspects of life in Louisiana received A or B grades from a majority of respondents. State economic development efforts (5% A grades and 4% B grades), public schools (4% A grades and 12% B grades), and transportation infrastructure (2% A grades and 8% B grades) received the lowest grades.

Figure 3: Louisiana residents give highest grades to neighborhoods and colleges



SOURCE: *2023 Louisiana Survey*

One in eight Louisiana residents have foregone health care in past year due to expense

Most Louisiana adults (76%) visited a doctor in the past year for a routine checkup. Yet, 22% of adult Louisiana residents have not seen a doctor in more than a year, including eight percent who have not seen a doctor in two to five years and six percent who have not seen a doctor in more than five years. The share of those who have not seen a doctor in more than a year is higher among younger adults (36% for 18–29-year-olds versus 9% of those 65 or older). It is also *higher* among those with higher household incomes (27% among those with household income of $100,000 or more versus 16% among those with incomes under $25,000 and 21% among those with incomes of $15,000 to $49,999). It is especially high among those without health insurance coverage either through a private insurer or a government plan like Medicaid. Almost half of those who lack coverage (46%) have not seen a doctor for a routine checkup in more than a year, which is more than double the rate among those with health care coverage (21%).

Overall, 13% of adult Louisiana residents have needed to see a doctor for their physical health but could not because they could not afford the cost. Foregoing physical health care due to cost varies by health care coverage. While 12% of those without health coverage have forgone necessary physical health care within the past year, nearly three times as many among those without health coverage were unable to afford care (35%).

Mental health care access shows similar patterns. Again, 13% have needed mental health care within the past year but could not afford it. Among those without health coverage, the share is 28%. Among those with health care coverage, it is 12%.

Regional Definitions

Greater New Orleans: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, Tangipahoa, and Washington

Greater Baton Rouge: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, and West Feliciana

Greater Shreveport: Bossier, Caddo, and DeSoto

South Central and Southwest Louisiana: Acadia, Assumption, Avoyelles, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. James, St. Landry, St. Martin, St. Mary, Terrebonne, and Vermilion

North Louisiana: Allen, Beauregard, Bienville, Caldwell, Catahoula, Claiborne, Concordia, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll, and Winn

Survey Methodology

The *2023 Louisiana Survey* includes two modes for surveying adult residents of the state: 1) a traditional live-interviewer telephone survey with probability sampling, and 2) a non-probability online survey. Although this report focuses on the results from the telephone survey to maintain continuity with reports from past editions of the survey, which also used telephone surveys, we present the results of both modes at the end of this report.

Survey 1: Telephone survey with probability sampling

We used two kinds of sampling frames of Louisiana residents to acquire samples of landline and cell phone numbers through Marketing Systems Group (MSG), a random digit dialing (RDD) landline database and MSG's Advanced Cellular Frame (ACF). For both landline and cellphone samples, we stratified the sample numbers by parish based on each parish's share of Louisiana's total adult population in the U.S. Census Bureau's 2001 American Community Survey's five-year estimates (the most recent available at the time). The RDD landline database includes all residential working banks that have at least one assigned telephone number, updated quarterly. It includes all listed, unlisted, and non-published landline numbers in these banks. MSG drew numbers from this RDD frame randomly. The ACF uses the Telecordia database, which identifies telephone numbers dedicated to cellular devices. MSG likewise drew numbers from this RDD frame randomly. MSG screened both samples of randomly selected telephone numbers to reduce instances of non-working, business, fax, and inactive telephone numbers in the samples. This screening on the landline RDD often identifies and removes 60-70% of nonworking and business numbers from the initial sample.

Reconnaissance Market Research (ReconMR) conducted the interviews using computer-assisted telephone interviewing (CATI) software, which ensures that interviewers correctly ask all questions according to the questionnaire wording and properly implement all logic and skip patterns. The CATI system also managed the telephone sample, tracking the dispositions of each dial attempt on each number and allowing up to three dialing attempts for each number. To ensure the highest response rate, ReconMR called numbers at various times of the day and days in the week (9:00 AM to 9:00 PM on weekdays, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 9:00 PM on Sundays). Respondents could request a callback at a more convenient time and date as needed. For these appointments, ReconMR called at the appointed time or rescheduled if the respondent was not available at the initially requested time.

When interviewers contacted individuals by dialing the sampled telephone numbers, they introduced the survey and asked for consent to the interview. If individuals agreed to participate in the survey, interviewers next screened respondents to determine eligibility for participation (i.e., if they were 18 years of age or older and a resident of Louisiana) before conducting the interview.

ReconMR's project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through ReconMR's call monitoring system in order to ensure proper interviewing procedures.

The fielding period of this study was from March 22 to April 4, 2023. Of the 500 respondents in this sample, 15 completed the interviewed via a landline telephone and 485 via a cellular telephone. Completed interviews averaged 23.41 minutes. The response rate for the landline and cellular telephone samples are 5% and 4%, respectively. These response rates are the percentage of eligible residential households or personal cell phones in the sample for which an interview is completed. The rate is calculated using the American Association for Public Opinion Research's method for Response Rate 3 as published in their Standard Definitions. Response rates for telephones have been on decline for several decades and frequently fall in the single digits even among the very best survey research organizations.

The lead researcher for this survey at LSU weighted the combined landline and cellphone sample using an iterative procedure that matches race, education, household income, gender, age, and region to the known profiles for the adult population of Louisiana found in the Census Bureau's American Community Survey 2021 five-year estimates. Weighting cannot eliminate every source of nonresponse bias. However, proper administration of probability sampling combined with accepted weighting techniques has a strong record of yielding statistically unbiased results.

The sample has an overall margin of error of +/- 5.8 percentage points. The margin of error includes adjustment due to the weighting procedure. The design effect due to weighting is 1.4 percentage points; that is, the margin of error is 1.4 percentage points larger than it would be for a simple random sample of this size without weighting.

In addition to sampling error, as accounted for through the margin of error, readers should recognize that question wording and practical difficulties in conducting surveys may introduce error or bias into the findings of opinion polls. As often as possible, the *Louisiana Survey* follows the wording of relevant questions repeatedly used by reputable public opinion research institutions and projects, such as the Pew Research Center and the American National Election Studies.

Survey 2: Non-probability sample administered online

As the science of survey research continues to evolve – especially in the face of declining response rates among traditional probability-based telephone surveys – the *Louisiana Survey* continues to examine innovative technologies for measuring public opinion in the state. To that end, we included a second design for this year's survey as we did for in 2022: An online survey administered by the survey firm *YouGov* to a nonprobability sample of adult Louisiana residents. *YouGov* recruits individuals online to join its panel of survey respondents and periodically answer online questionnaires.

For this survey, 509 adult Louisiana residents in the *YouGov* panel completed the questionnaire. *YouGov* then matched 500 respondents to a sampling frame representing the adult population of the state on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of Louisiana adults, based upon the American Community Survey's public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. *YouGov* weighted the matched cases to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and years of education. The propensity scores were grouped

into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 Presidential vote choice, a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), and a two-way stratification of race (4-categories) and education (4-categories) to produce the final weight.

Respondents completed this survey from March 22 to March 30, 2023.

The margin of error for this survey is +/- 6%.

With its innovative approach to online polling, YouGov conducts surveys for a variety of business, university, and media clients, including *CBS News*, the *Economist* and the *New York Times*. Research from scholars at Harvard University and Tufts University shows that well-designed online opt-in sampling techniques, like those *YouGov* uses for its surveys, perform as well as traditional random digit dialing telephone polls.

Although the results discussed above in this report focus on Survey 1, readers can find topline results from Survey 2 below.

Comparison of samples to target population

The first tables below displays demographic characteristics of each sample (with and without sample weights) as well as population estimates based on the American Community Survey's five year estimates from 2001 (the most recent available). This table allows readers to assess the effectiveness of the sampling and weighting strategies at achieving representative samples for each survey mode.

Without weighting, sampling and non-response may generate unrepresentative samples. For example, the unweighted telephone sample under-represents adults who did not attend college, non-Hispanic Black respondents, respondents under the age of 25, women, and respondents with a household income of less than $50,000. It, likewise, over-represents adults who went to college, adults older than 65, and men. The unweighted telephone sample reflects the geographic distribution of the population quite well, likely due in part to the stratified approach to sampling for this survey. The final two panels on this table show the geographic distribution of adult Louisiana residents across the nine largest metropolitan areas and the remainder of the state as well as by the size of adult population in parishes. For example, three percent (3%) of adult Louisiana residents live in the 13 parishes with the smallest adult populations (fewer than 11,900 adult residents), while 63% live in the 12 parishes with the largest adult populations (96,000 or more). Generally, the unweighted telephone sample reflects these geographic distributions well, but somewhat over-represents the population living outside the state's nine largest metropolitan areas and underrepresents those living in the parishes with the largest populations.

The unweighted online sample underrepresents adults who did not complete high school or its equivalency, adults under the age of 35, men, and individuals with household incomes of $100,000 or more. It overrepresents adults who attended college, non-Hispanic White adults, adults 55 years old or older, and women.

The table also shows how weighting corrects many of the differences between the raw samples and the target population. Because the table displays the demographic characteristics used in weighting, these weighted samples are similar to the target population by design. In most cases, the weighted sample estimates for a particular demographic trait are within four percentage points of the population.

The weighted telephone sample continues to underrepresent adults with only a high school diploma or equivalency, but by five percentage points rather than 17. It underrepresents household incomes under $50,000 by seven percentage points (versus 17 in the unweighted sample) and household incomes from $50,000 to $99,999 by five percentage points. In contrast, the weighted online sample over-represents household incomes under $50,000 by six percentage points and under-represents household incomes of $100,000 or more by 15 percentage points.

Part of the reason gaps remain in the distribution of household income between the target population and the weighted samples while diminishing to negligible levels for almost all other demographic traits is the high degree of item nonresponse to questions seeking to measure earnings. Item nonresponse occurs when a respondent declines to answer a particular question. Fifteen percent (15%) of the telephone sample declined to answer the question about household income, and eight percent (8%) of the online sample did so. In contrast, only one to four percent (1-4%) typically decline to answer questions about their gender, race, ethnicity, education, or age. By definition, when larger shares of the sample do not provide a household income, then the remaining sample distributions will underrepresent them. Interestingly, this table suggests that people with lower-household incomes may be less likely to participate in telephone surveys or less likely to answer the question about household income if they do participate than people with higher household incomes. The opposite occurs in the online survey – people with higher household incomes are less likely to participate or less likely to answer the household income question if they do participate than people with lower household incomes.

Ultimately, what matters is whether the weighted samples represent the target population beyond the factors used in weighting the sample. To assess this, we compare the weighted samples to known population benchmarks taken from outside the sample. Statistics for both *Louisiana Survey* samples incorporate the sample weights. All sample statistics and benchmarks are for the adult population of Louisiana. Benchmarks represent data from the following data sources:

- U.S. Census American Community Survey (ACS), 2021 5-year estimates (average size of household, employment, and marital status);
- Louisiana Secretary of State (voter registration count is for March 1, 2023, and divided by the adult population from the 2021 ACS estimate);
- Federal Highway Administration (the number of adult licensed drivers from 2022, which is divided by the 2021 ACS adult population estimate);
- Behavioral Risk Factor Surveillance System (health insurance coverage)
- National Health Insurance Survey (cell phone access); and
- National Center for Education Statistics (household internet access).

Both samples are reasonably similar to the population for many of these benchmarks, but each has its own shortcomings too. The weighted telephone sample overrepresents voter registration (likely due to well-known social desirability bias in this question for live-interviewer surveys). It also overrepresents both cellphone owners generally and those who own only a cellphone (i.e., who do not also have a landline telephone). This overrepresentation is unsurprising given the mode was

built around telephone contact, primarily by cellular devices. Finally, the weighted telephone sample underrepresents marriage rates, but the reason is less obvious than for the cases of voter registration or cellular telephone ownership. The weighted online sample better reflects the benchmarks for voter registration and cellphone ownership, but in contrast overrepresents household internet access. It also underrepresents health care coverage, employment, licensed drivers, and marriage.

Table 8: Comparison of sample demographics to target population demographics used in weighting

Characteristic	Target population estimates (ACS)	Unweighted telephone probability sample	Weighted telephone probability sample	Unweighted online non probability sample	Weighted online non probability sample
Less than high school	14%	8%	12%	6%	12%
High school graduate	33%	16%	28%	30%	34%
Some college, no degree or Associate's degree	29%	36%	32%	33%	27%
Bachelor's degree or higher	24%	38%	27%	31%	28%
Non-Hispanic, White alone	60%	61%	57%	66%	59%
Non-Hispanic, Black or African American alone	30%	20%	27%	27%	34%
Hispanic	5%	6%	5%	2%	4%
Non-Hispanic, American Indian or Alaska Native alone	1%	0%	0%	0%	0%
Non-Hispanic, Asian alone	2%	1%	1%	1%	1%
Non-Hispanic, Native Hawaiian or Pacific Islander alone	0%	0%	0%	0%	0%
Non-Hispanic, some other race alone	0%	2%	2%	2%	1%
Non-Hispanic, two or more races	2%	6%	4%	1%	1%
18-24 years of age	12%	6%	9%	5%	9%
25-34 years of age	18%	14%	17%	12%	14%
35-44 years of age	17%	17%	17%	18%	20%
45-54 years of age	16%	18%	16%	15%	15%
55-64 years of age	17%	16%	16%	23%	19%
65 or more years of age	20%	25%	21%	27%	23%
Men	48%	52%	48%	41%	45%
Women	52%	46%	50%	58%	54%

Characteristic	Target population estimates (ACS)	Unweighted telephone probability sample	Weighted telephone probability sample	Unweighted online non probability sample	Weighted online non probability sample
Household income less than $50,000	47%	30%	40%	50%	53%
Household income $50,000 to $99,999	28%	29%	23%	27%	25%
Household income $100,000 to $149,999	14%	12%	12%	8%	6%
Household income $150,000 or more	12%	13%	9%	6%	5%
Metro New Orleans	27%	24%	25%	29%	30%
Metro Baton Rouge	18%	19%	19%	18%	17%
Metro Lafayette	10%	10%	10%	11%	11%
Metro Shreveport	8%	9%	9%	8%	7%
Metro Lake Charles	5%	3%	6%	4%	4%
Metro Houma/Thibodaux	4%	4%	4%	3%	3%
Metro Monroe	4%	3%	4%	4%	3%
Metro Alexandria	3%	2%	3%	4%	4%
Metro Hammond	3%	3%	3%	3%	3%
Rest of the state	17%	21%	17%	17%	17%
Bottom quintile of parishes by adult population	3%	3%	2%	3%	4%
Second quintile of parishes by adult population	6%	9%	7%	4%	4%
Third quintile of parishes by adult population	9%	10%	10%	8%	8%
Fourth quintile of parishes by adult population	19%	21%	20%	20%	20%
Top quintile of parishes by adult population	63%	57%	60%	64%	63%

Table 9: Comparison of weighted samples to population benchmarks

Characteristic	Population Benchmark	Weighted telephone probability sample	Weighted online non probability sample
Registered to vote	84%	91%	79%
Have driver's license	89%	86%	82%
Average size of household	2.6	2.8	2.6
Employed	56%	59%	45%
Married (not separated)	46%	40%	36%
No health care coverage	9%	9%	15%
Have cell phone	95%	100%	99%
Have cell phone only	69%	83%	71%
Have internet access at home	82%	82%	90%

Question Wording and Toplines

Unless otherwise indicated, results are for the total sample. Percentages may not sum to 100 due to rounding.

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?

Response	Probability based Telephone Sample	Non probability Online Sample
Right Direction	25	32
Wrong Direction	61	68
Don't know / Refused [VOL.]	14	0

How much confidence would you say you have in state government to address this problem effectively?

Response	Probability based Telephone Sample	Non probability Online Sample
Very Confident	4	7
Somewhat Confident	24	24
Not Very Confident	40	42
Not at all Confident	30	27
Don't know / Refused [VOL.]	2	0

Would you say that you and your family are better off financially, worse off, or about the same as you were a year ago?

Response	Probability based Telephone Sample	Non probability Online Sample
Better Off	16	16
Worse Off	40	50
Same	43	35
Don't know / Refused [VOL.]	1	0

Do you think that a year from now you and your family will be better off financially, worse off, or just about the same as now?

Response	Probability based Telephone Sample	Non probability Online Sample
Better Off	26	25
Worse Off	26	36
Same	43	40
Don't know / Refused [VOL.]	5	0

Do you think that during the next twelve months we'll have very good times financially, somewhat good times, a mix of good and bad times, somewhat bad times, or very bad times?

Response	Probability based Telephone Sample	Non probability Online Sample
Very Good Times	1	6
Somewhat Good Times	7	12
Mix of Good and Bad Times	41	45
Somewhat Bad Times	29	19
Very Bad Times	20	17
Don't know / Refused [VOL.]	1	0

Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times economically during the next five years or so, or that we will have periods of widespread unemployment or depression?

Response	Probability based Telephone Sample	Non probability Online Sample
Continuous good times economically	18	24
Periods of widespread unemployment or depression	73	76
Don't know / Refused [VOL.]	8	0

Generally speaking, do you think now is a very good time for people to buy major household items, a somewhat good time, a mix of good and bad, a somewhat bad time, or a very bad time?

Response	Probability based Telephone Sample	Non probability Online Sample
Very Good Times	4	5
Somewhat Good Times	12	16
Mix of Good and Bad Times	34	38
Somewhat Bad Times	26	26
Very Bad Times	21	15
Don't know / Refused [VOL.]	3	0

How would you grade Louisiana as a place to live?

Response	Probability based Telephone Sample	Non probability Online Sample
A	7	6
B	21	23
C	42	37
D	21	23
F	7	11
Don't know / Refused [VOL.]	0	0

How would you grade your local neighborhood as a place to live?

Response	Probability based Telephone Sample	Non probability Online Sample
A	26	24
B	35	35
C	27	23
D	7	11
F	5	7
Don't know / Refused [VOL.]	0	0

What grade would you give to Louisiana's public colleges and universities?

Response	Probability based Telephone Sample	Non probability Online Sample
A	12	13
B	41	28
C	30	39
D	7	13
F	3	8
Don't know / Refused [VOL.]	7	0

What grade would you give to the overall quality of health care in Louisiana

Response	Probability based Telephone Sample	Non probability Online Sample
A	6	6
B	24	21
C	33	36
D	23	21
F	13	15
Don't know / Refused [VOL.]	1	0

How would you grade the overall quality of Louisiana's environment, including clean air and drinking water?

Response	Probability based Telephone Sample	Non probability Online Sample
A	7	8
B	26	22
C	38	34
D	18	23
F	11	13
Don't know / Refused [VOL.]	0	0

What grade would you give to Louisiana's roads, bridges, and highways?

Response	Probability based Telephone Sample	Non probability Online Sample
A	2	3
B	8	6
C	19	18
D	36	37
F	36	37
Don't know / Refused [VOL.]	0	0

What grade would you give to state economic development efforts to attract, recruit, and create jobs?

Response	Probability based Telephone Sample	Non probability Online Sample
A	5	6
B	14	11
C	35	34
D	26	28
F	16	20
Don't know / Refused [VOL.]	3	0

What grade would you give to the state's coastal protection and restoration efforts?

Response	Probability based Telephone Sample	Non probability Online Sample
A	8	7
B	24	24
C	38	36
D	12	19
F	8	14
Don't know / Refused [VOL.]	9	0

What grade would you give to Louisiana's public schools overall?

Response	Probability based Telephone Sample	Non probability Online Sample
A	4	5
B	12	12
C	34	31
D	31	29
F	17	23
Don't know / Refused [VOL.]	2	0

On a different topic, in the last few years, has the amount of crime in Louisiana increased, decreased, or stayed about the same?

Response	Probability based Telephone Sample	Non probability Online Sample
Increased	80	78
Decreased	3	2
Stayed the Same	16	19
Don't know / Refused [VOL.]	1	0

In the past 12 months, were you the victim of a property crime – such as someone stealing or attempting to steal your car or other property, breaking into or trying to break into your home, or vandalizing your property?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	25	23
No	75	77
Don't know / Refused [VOL.]	0	0

In the past 12 months, have you been attacked or threatened with violence?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	15	16
No	85	84
Don't know / Refused [VOL.]	0	0

Are you now covered by any form of health insurance or health plan or do you not have health insurance at this time? [READ IF NECESSARY: A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid]

Response	Probability based Telephone Sample	Non probability Online Sample
Yes have coverage	92	88
No do not have coverage	7	12
Don't know / Refused [VOL.]	0	0

About how long has it been since you last visited a doctor for a routine checkup?

Response	Probability based Telephone Sample	Non probability Online Sample
Anytime less than 12 months ago	76	73
More than one year ago but less than two years	8	10
More than two years ago but less than five years ago	7	9
Five or more years ago	6	8
Don't know / Refused [VOL.]	1	0

Was there a time in the past 12 months when you needed to see a doctor for your physical health but could not because you could not afford it?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	13	24
No	86	76
Don't know / Refused [VOL.]	0	0

In the past 12 months, have you received mental health services from a doctor, counselor, or other mental health professional?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	21	23
No	78	77
Don't know / Refused [VOL.]	0	0

Was there a time in the past 12 months when you thought you might need mental health services or medication, but could not get them because you could not afford it?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	13	14
No	86	86
Don't know / Refused [VOL.]	1	0