2023 STATEWIDE OMNIBUS SURVEY

THE UNIVERSITY of NEW ORLEANS

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UNO Survey Research Center

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You can view SRC surveys on:

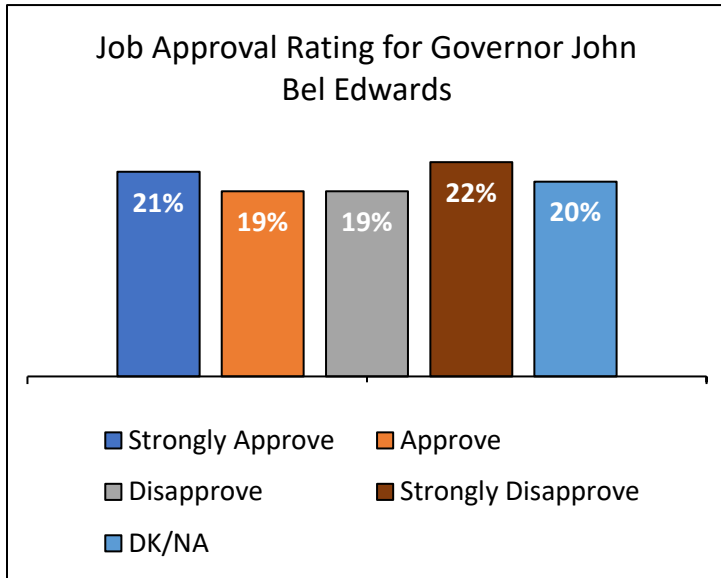**https://www.uno.edu/academics/colaehd/la/political-science/survey-research-center/studies**

The University of New Orleans' Survey Research Center (SRC) conducted a live interviewer telephone survey of 429 registered voters in Louisiana. Telephone numbers were selected at random from a sample frame of registered voters. Interviews were conducted from October 25 to November 2. The combined landline and cell phone sample matches the gender, age, and race parameters from the voter file obtained from the Louisiana Secretary of State. The margin of error is +/- 4.7 percent at a 95% confidence level.

Readers should be cautious in making narrow inferences about sub-categorical cross-tabulations of survey results. Sub-categorical group samples by race, age, and gender are smaller than the total sample size, thus leading to wider margins of error when they are reported in cross-tabulations.

Summary:

- Relatively equal percentages of respondents approve and disapprove of Governor John Bel Edwards' job performance.

- Respondents told us they thought the main priority for the incoming Landry administration was dealing with crime.

- Respondents do not express a great deal of confidence that the state government can address major priorities effectively.

- A majority of registered voters support legalizing the recreational use of marijuana.

- A plurality of respondents report they intend to vote Republican in the next presidential election.

- There is some divergence between party registration listed in the voter file and self-reported party affiliation.

Governor John Bel Edwards Job Approval Rating

Job Approval Rating for Governor John Bel Edwards

- 21% Strongly Approve
- 19% Approve
- 19% Disapprove
- 22% Strongly Disapprove
- 20% DK/NA

We surveyed respondents to assess Governor John Bel Edwards' job performance as he concludes his 8-year tenure in office. The results show a mixed opinion, with similar percentages of respondents expressing approval and disapproval of his performance in office. Specifically, 40% of respondents approve of his performance, while 41% of respondents disapprove, and 20% did not provide an opinion.

	Approve	Disapprove
Female	40%	39%
Male	39%	43%
18 to 34	25%	46%
35 to 44	45%	46%
45 to 54	41%	31%
55 to 64	39%	44%
65+	48%	36%
White	34%	49%
Black	47%	28%
Other	55%	21%
Independent	44%	39%
Democrat	65%	18%
Republican	22%	59%

When we break down Edwards' job rating by demographics, we find that there is not a significant difference in approval ratings between males and females, although males tend to hold a slightly more negative view of Edwards compared to females.

Age appears to be a factor influencing how respondents evaluate Edwards. Respondents age 65 and older are nearly twice as likely to approve of Edwards job performance compared to the youngest age group. On the other hand, respondents age 18 to 44 hold the most negative view of Edwards.

There is a noticeable racial gap in how Edwards is evaluated. Approximately one-third of white respondents approve of him while nearly 50% of blacks

express approval. Most non-black minorities also approve of the job Edwards is doing as governor.

Additionally, political partisanship plays a significant role in how respondents evaluate Edwards. Two-thirds of Democrats are satisfied with Edwards' performance in office while 6-in-10 Republicans are not. Independents tend to express more approval than disapproval.

Key Priorities for the Landry Administration

We inquired about the primary focus that respondents believe Governor-elect Jeff Landry should emphasize when he assumes office in January. This open-ended question allowed respondents to freely articulate their thoughts regarding the key priorities for Landry's administration.
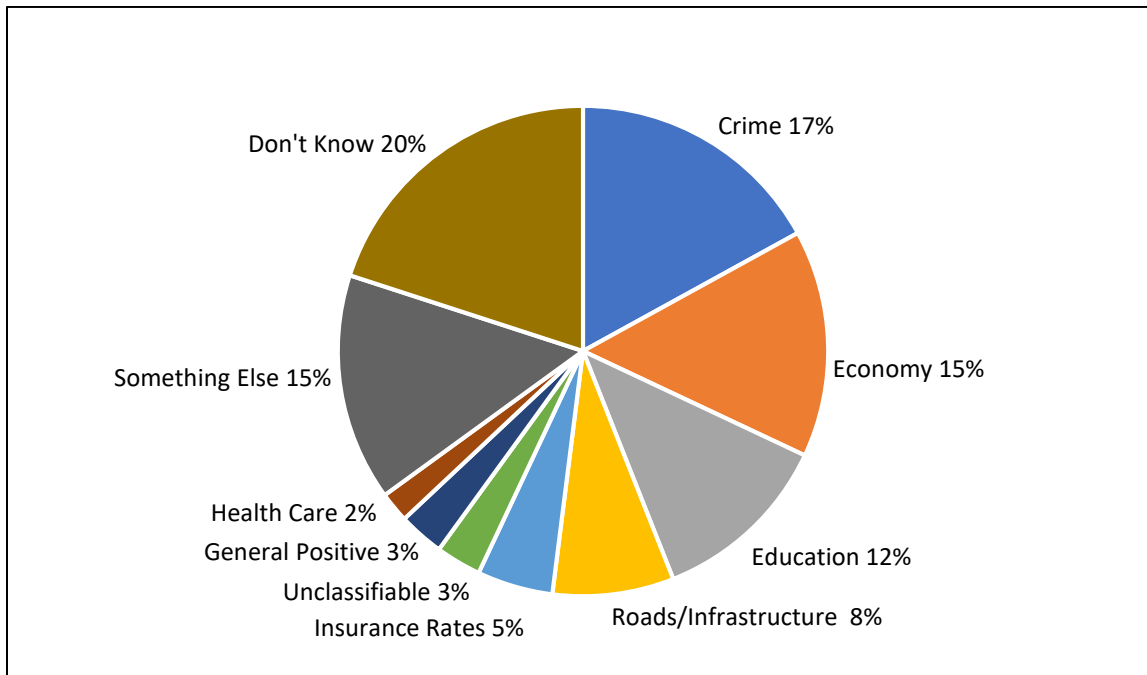
Among the responses, crime emerged as the top priority, cited by 17% of respondents. The prominence of this issue is consistent with the concerns raised during the campaign, underscoring its continued importance in this poll.

 Economic matters also featured prominently, with 15% of respondents identifying it as the second most critical priority. These individuals mentioned job creation, economic growth, wage improvement, and overall economic welfare as central concerns for the incoming governor.

Education ranked as the third most significant priority, with 12% of respondents emphasizing its importance. Roads and infrastructure followed closely with 8%. Five percent of respondents advocated for addressing increased rates for homeowner insurance, flood insurance, and automobile insurance as a primary focus for the Landry administration.

Healthcare was considered a primary concern by 2% of respondents. Additionally, 15% of respondents mentioned "something else" as a priority, reflecting a range of diverse concerns not covered by the predefined categories. Notably, a substantial proportion, one-fifth of respondents, did not express a specific main priority. These individuals indicated they were uncertain, had not contemplated this matter, or were unsure about the foremost concern for the new governor.

Confidence in State Government to Address Priorities

Crime	Economy	Education	Roads/Infrastructure	Insurance Rates
49%	45%	36%	28%	45%

Very Confident/Somewhat Confident
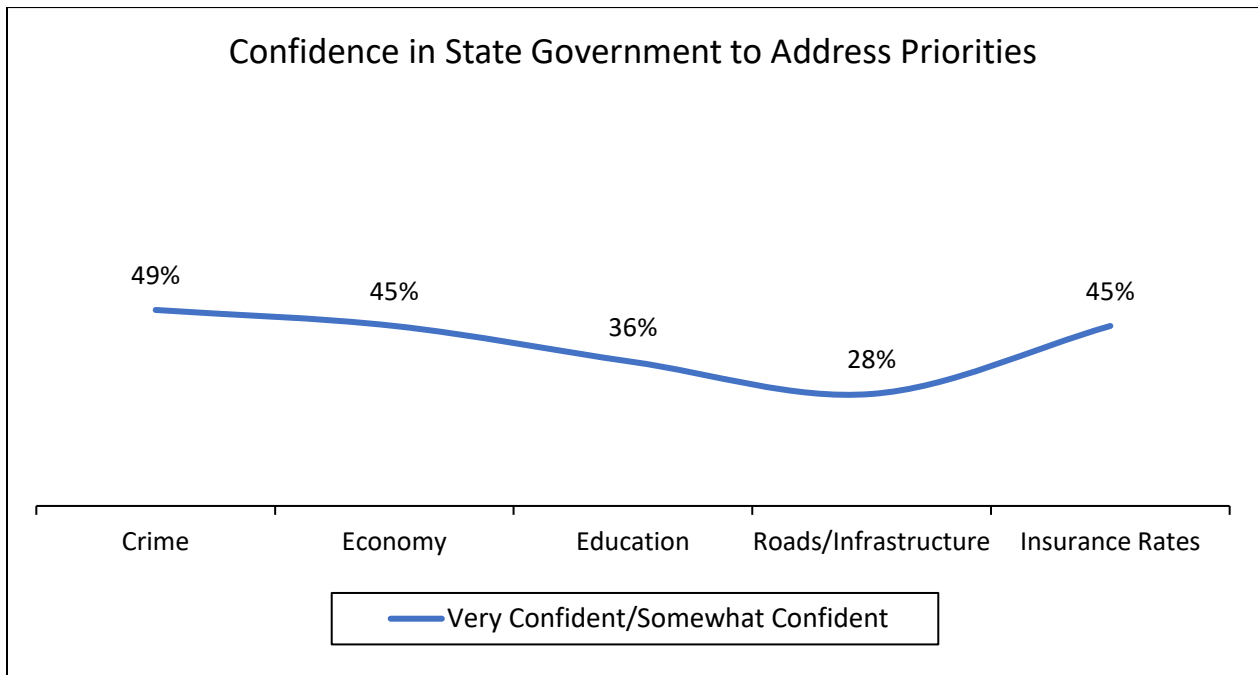
Following the inquiry into the main priorities, respondents were subsequently asked to express their level of confidence in the state government's ability to address these priorities effectively.

Among respondents who identified crime as their primary concern, their confidence in the state government's effectiveness in addressing this issue was divided. Approximately half expressed either a high or moderate level of confidence in the state government's capacity to tackle crime effectively. Confidence in the state government's ability to address economic issues was somewhat lower, and even less optimistic for education.

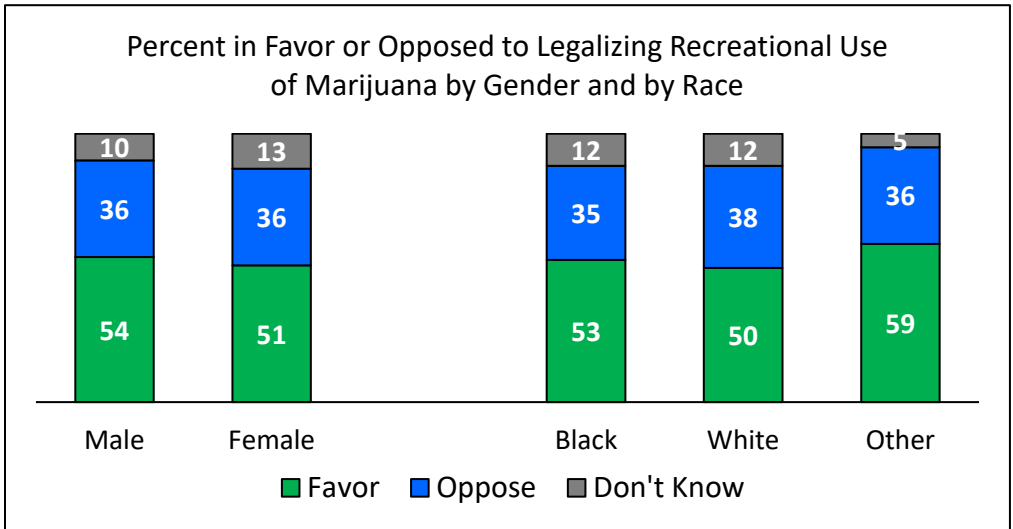In contrast, respondents who indicated roads and infrastructure as their main priority displayed the most pronounced pessimism regarding the state government's competence in addressing this concern. Nearly half of the respondents who prioritized insurance rates expressed confidence, either to a high or moderate degree, in the state government's capacity to effectively manage this issue.

Legalizing the Recreational Use of Marijuana

This poll marks the seventh installment in a series of studies examining the evolving sentiments of registered voters in Louisiana regarding the legalization of recreational marijuana use. Prior to 2021, the majority of registered voters were firmly against the idea of legalization, with an average of 56% of respondents expressing their opposition. However, recent years have witnessed a shift in attitudes, with a consistent majority favoring legalization over the past three years. On average, 55% of respondents support legalizing the recreational use of marijuana, while an average of 34% reported opposition.
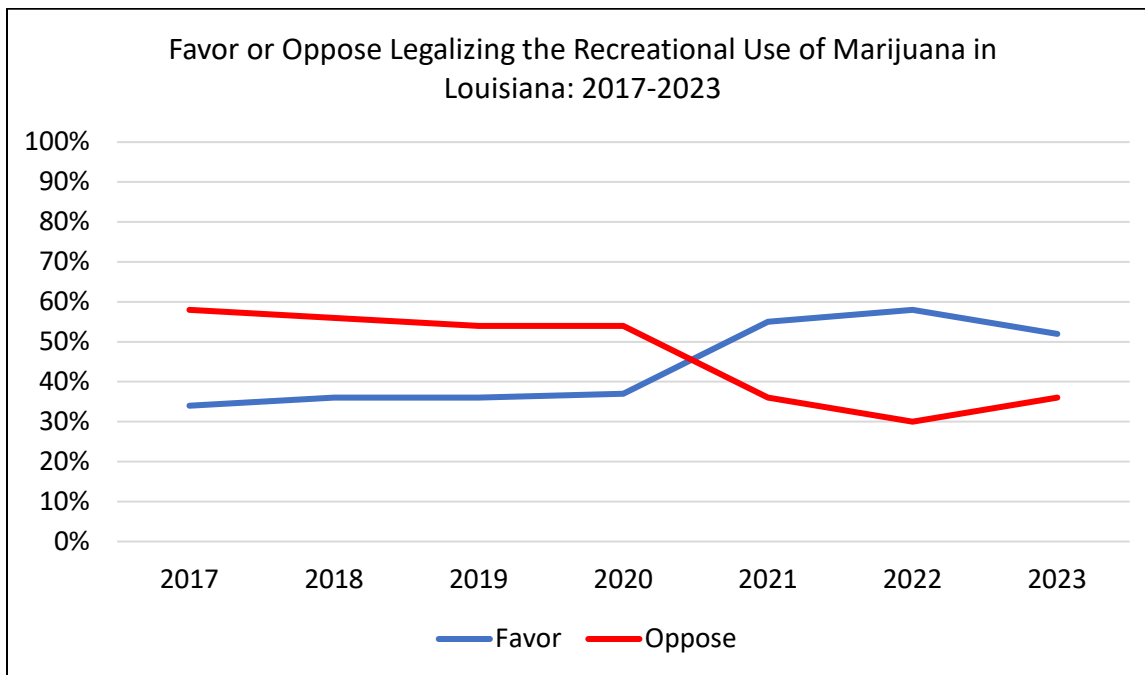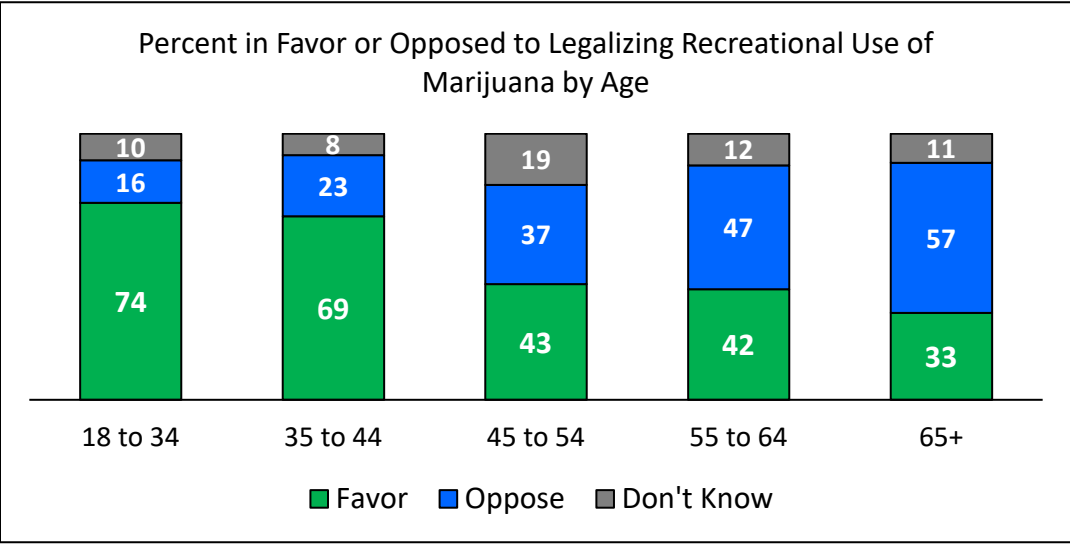

The findings from the most recent survey revealed a slight decline in support compared to the two previous polls, accompanied by a minor increase in opposition. Nevertheless, a majority, comprising 52% of respondents, still expressed a desire to see recreational marijuana legalized, while 36% voiced their opposition. A notable 12% of respondents did not provide an opinion on the matter.

Percent in Favor or Opposed to Legalizing Recreational Use of Marijuana by Gender and by Race

	Male	Female		Black	White	Other
Don't Know	10	13		12	12	5
Oppose	36	36		35	38	36
Favor	54	51		53	50	59

■ Favor ■ Oppose ■ Don't Know

A breakdown of gender perspectives reveals that, although men are slightly more supportive, there is not a significant gender-based disagreement in attitudes toward legalizing recreational marijuana.

Racial divisions on the issue of marijuana legalization are relatively minimal. Blacks exhibit a slightly higher level of support than whites, while non-black minorities generally express favorable views regarding the goal of legalizing recreational marijuana.

Percent in Favor or Opposed to Legalizing Recreational Use of Marijuana by Age

	18 to 34	35 to 44	45 to 54	55 to 64	65+
Don't Know	10	8	19	12	11
Oppose	16	23	37	47	57
Favor	74	69	43	42	33

■ Favor ■ Oppose ■ Don't Know

Age significantly shapes attitudes toward marijuana legalization. There is a clear inverse relationship between age and support for legalization, with increasing age associated with decreased support. The youngest age cohorts are notably more in

favor of legalization, while senior citizens are firmly opposed, with seniors over three times more likely to resist legalization. Middle-aged respondents aged 45 to 54 appear fairly ambivalent, expressing moderate support, but also a higher likelihood to withhold their opinion.

Percent in Favor or Opposed to Legalizing Recreational Use of Marijuana by Political Party

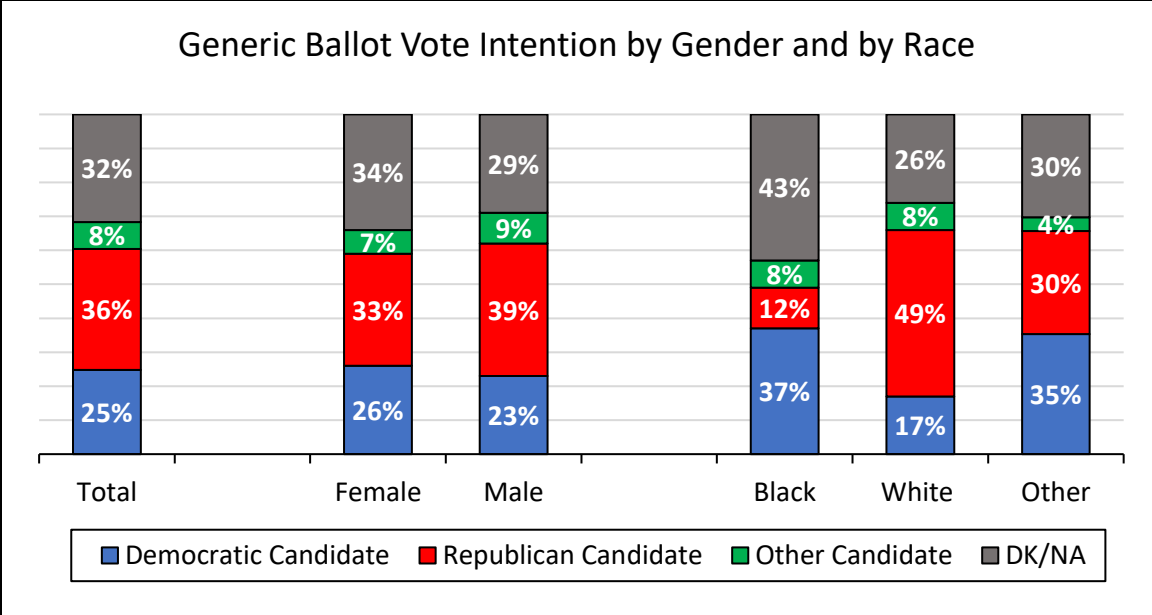|	Democrat	Republican	Other Party
Don't Know	12	13	12
Oppose	27	50	28
Favor	61	36	61

■ Favor ■ Oppose ■ Don't Know
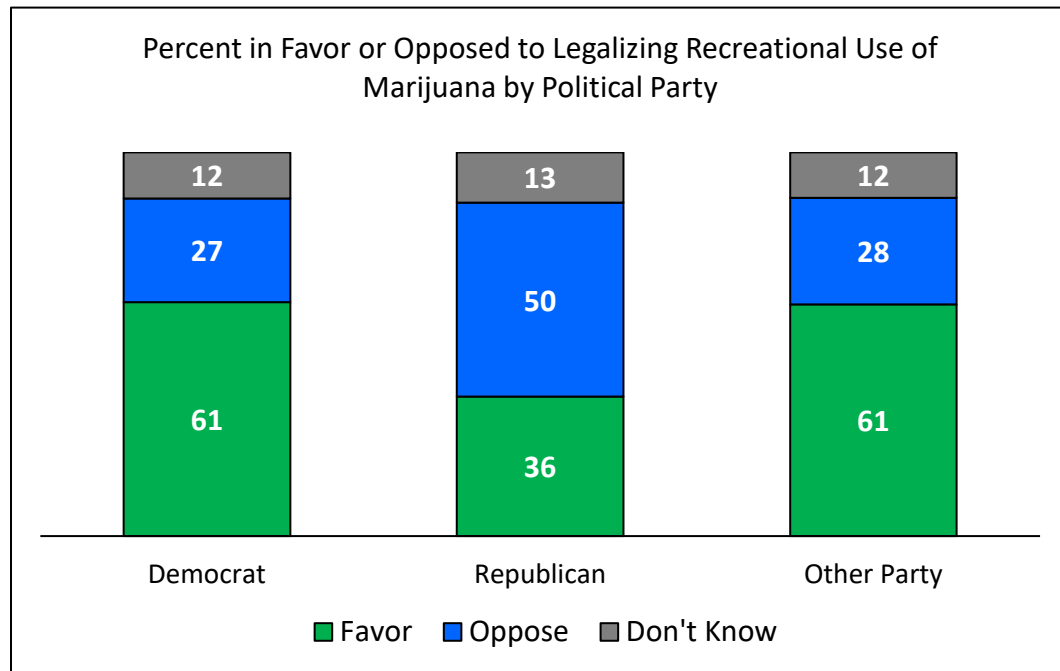
Unsurprisingly, opinions on marijuana legalization are polarized along party lines. Six in ten Democrats favor legalization, while only 36% of Republicans support it. Republicans are twice as likely as Democrats to oppose legalization. Independents and members of third parties share a similar stance with Democrats on the legalization question.

This study provides insights into the changing attitudes of Louisiana registered voters toward the legalization of recreational marijuana. The data suggests a shift from solid opposition to a consistent majority in favor of legalization, with age, party affiliation, and gender as influential factors in shaping these evolving perspectives.

Generic Ballot

This study examines the generic ballot preferences of respondents one year prior to the 2024 presidential election, shedding light on their party choices and the factors influencing these preferences.

Generic Ballot Vote Intention by Gender and by Race

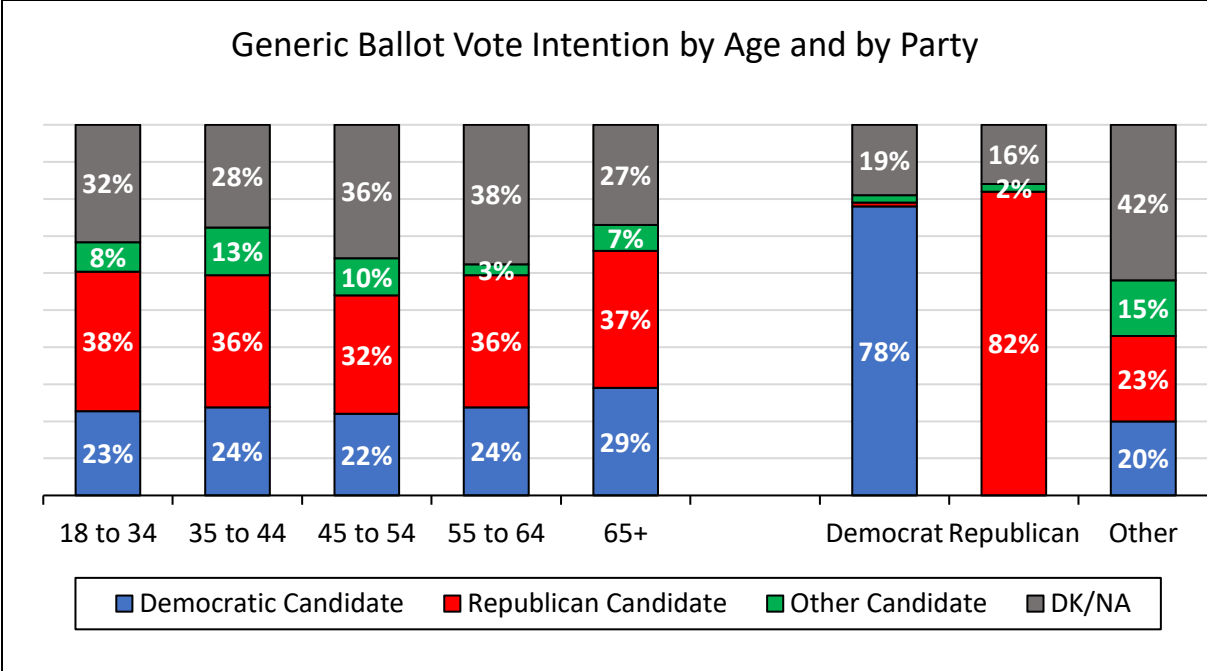|	Democratic Candidate	Republican Candidate	Other Candidate	DK/NA
Total	25%	36%	8%	32%
Female	26%	33%	7%	34%
Male	23%	39%	9%	29%
Black	37%	12%	8%	43%
White	17%	49%	8%	26%
Other	35%	30%	4%	30%

Notably, a larger proportion of respondents lean towards the Republican party, but a significantly sized 32% remain undecided regarding their party choice for the upcoming election.

In terms of gender, male respondents display a slightly stronger preference for the Republican candidate compared to females. Approximately one-quarter of both males and females express intentions to vote for the Democratic candidate in 2024. Women are more likely than men to remain uncertain about their voting intentions for the upcoming election.

Racial dynamics play a significant role in the generic ballot preferences. Blacks are twice as likely as whites to express their support for the Democratic candidate, while whites are four times more likely than blacks to favor the Republican candidate in 2024. Blacks constitute the group with the highest degree of indecision, with 43% remaining uncertain about their party preference. Non-black minorities exhibit a more evenly distributed response to the generic ballot question.

Generic Ballot Vote Intention by Age and by Party

	Democratic Candidate	Republican Candidate	Other Candidate	DK/NA
18 to 34	23%	38%	8%	32%
35 to 44	24%	36%	13%	28%
45 to 54	22%	32%	10%	36%
55 to 64	24%	36%	3%	38%
65+	29%	37%	7%	27%
Democrat	78%			19%
Republican		82%	2%	16%
Other	20%	23%	15%	42%

Surprisingly, age does not exert a substantial influence on generic ballot preferences. The oldest age cohort shows a slight preference for the Democratic candidate compared to other age groups, but this difference is not substantial.

Party identification plays a pivotal role in generic ballot choices. Affiliation with the two major parties strongly correlates with loyalty to their respective parties. The crossover between Democrats and Republicans is minimal, with independents and members of third parties demonstrating a divided stance. They display a higher propensity to support third-party or independent candidates and are also more likely to remain undecided about their 2024 presidential election choice.

This study provides insights into the generic ballot preferences of respondents one year before the 2024 presidential election. It highlights the influence of gender, race, and party identification on these preferences, with a significant portion of respondents remaining undecided about their party choice for the upcoming election.

Party Registration and Party Identification

One question we were interested in examining was how a respondent's party registration as listed in the voter file from the Louisiana Secretary of State corresponded with their self-reported partisan affiliation when asked the question "Generally speaking do you think of yourself as a Republican, a Democrat, an Independent or something else?"

This study explores the divergence between self-reported party affiliation and the voter registration status found in the Louisiana Secretary of State's voter file. We analyze how respondents' stated party identity aligns with their official party registration status, shedding light on the unique dynamics in Louisiana's open non-partisan primary system.

Voter Registration	Party Self-Identification				
	Democrat	Republican	Independent	Other	No Preference
Democrat	90.7%	14.1%	22.4%	58.8%	43.8%
Independent	1.2%	0.7%	17.9%	5.9%	12.5%
Libertarian	0.0%	0.0%	0.0%	8.8%	0.0%
No Party	7.0%	9.6%	38.1%	8.8%	25.0%
Other	0.0%	0.0%	0.7%	0.0%	6.3%
Republican	1.2%	75.6%	20.9%	17.6%	12.5%

Our analysis reveals variances between party registration and self-reported partisan affiliation. Among self-declared Democrats, nearly 91% are registered as Democrats in the voter file, while 7% are registered as "No Party," and 1% as Republicans.

The lack of correspondence is more pronounced among self-reported Republicans, with 75% registered as Republicans, 14% as Democrats, and 10% as "No Party."

Respondents who identify as Independents exhibit notable diversity in their party registration status. Slightly over 20% of self-reported Independents are listed as either Democrats or Republicans in the voter file, with a surprising tendency to be categorized as such rather than as Independents. Conversely, nearly 40% are registered as "No Party."

For respondents identifying with parties other than the two major ones, 59% are registered as Democrats, 18% as Republicans, 9% as Libertarians or "No Party," and 6% as Independents.

Those who express no party preference are dispersed across various registration categories in the voter file, with 44% listed as Democrats, one-quarter as "No Party," 13% as Independents or Republicans, and 6% under "Other."

We believe the observed divergences can be attributed to Louisiana's distinctive open non-partisan primary system, where all voters, regardless of party registration, can participate in the primary. This setup allows a registered Democrat to vote for a Republican candidate without necessitating a change in their party registration status. Over time, individuals who consistently vote for a different party may come to identify as members of that party, all while maintaining their official registration. The open primary system effectively enables voters to register with one party while supporting another's candidates.

The transition to a closed primary system, which restricts primary participation to voters registered with the party, may influence those registered Democrats who vote for Republican candidates to alter their party registration. In such a scenario, they would need to switch their registration status to Republican in order to vote for Republican candidates in the primary.

Appendix

1. Do you favor or oppose legalizing the recreational use of marijuana in Louisiana?

2. In general, do you approve or disapprove of the way John Bel Edwards is handling his job as governor? (PAUSE) Is that strongly or not very strongly?

3. Jeff Landry was recently elected governor of Louisiana and will take office in January. What do you think should be the most important priority for Governor Landry in 2024? (RECORD VERBATIM)

4. How much confidence would you say you have in state government to address this issue effectively? Are you very confident, somewhat confident, not very confident, or not at all confident?

5. Which party do you intend to vote for in the upcoming 2024 presidential election?

6. Finally, we have some questions for statistical purposes. What is your race?

7. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

Univariate Statistics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	236	55.0	55.0	55.0
	MALE	193	45.0	45.0	100.0
	Total	429	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WHITE	268	62.6	62.6	62.6
	BLACK	133	31.1	31.1	93.6
	ASIAN	7	1.5	1.5	95.2
	HISPANIC	7	1.6	1.6	96.8
	OTHER	9	2.1	2.1	98.8
	DK/RF	5	1.2	1.2	100.0
	Total	429	100.0	100.0	

Age Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34	101	23.6	23.6	23.6
	35 to 44	76	17.8	17.8	41.4
	45 to 54	68	15.8	15.8	57.3
	55 to 64	77	17.9	17.9	75.1
	65+	107	24.9	24.9	100.0
	Total	429	100.0	100.0	