



THE UNIVERSITY *of*
NEW ORLEANS

2010 Quality of Life Study

ORLEANS AND JEFFERSON PARISHES

CONDUCTED BY THE UNO SURVEY RESEARCH CENTER

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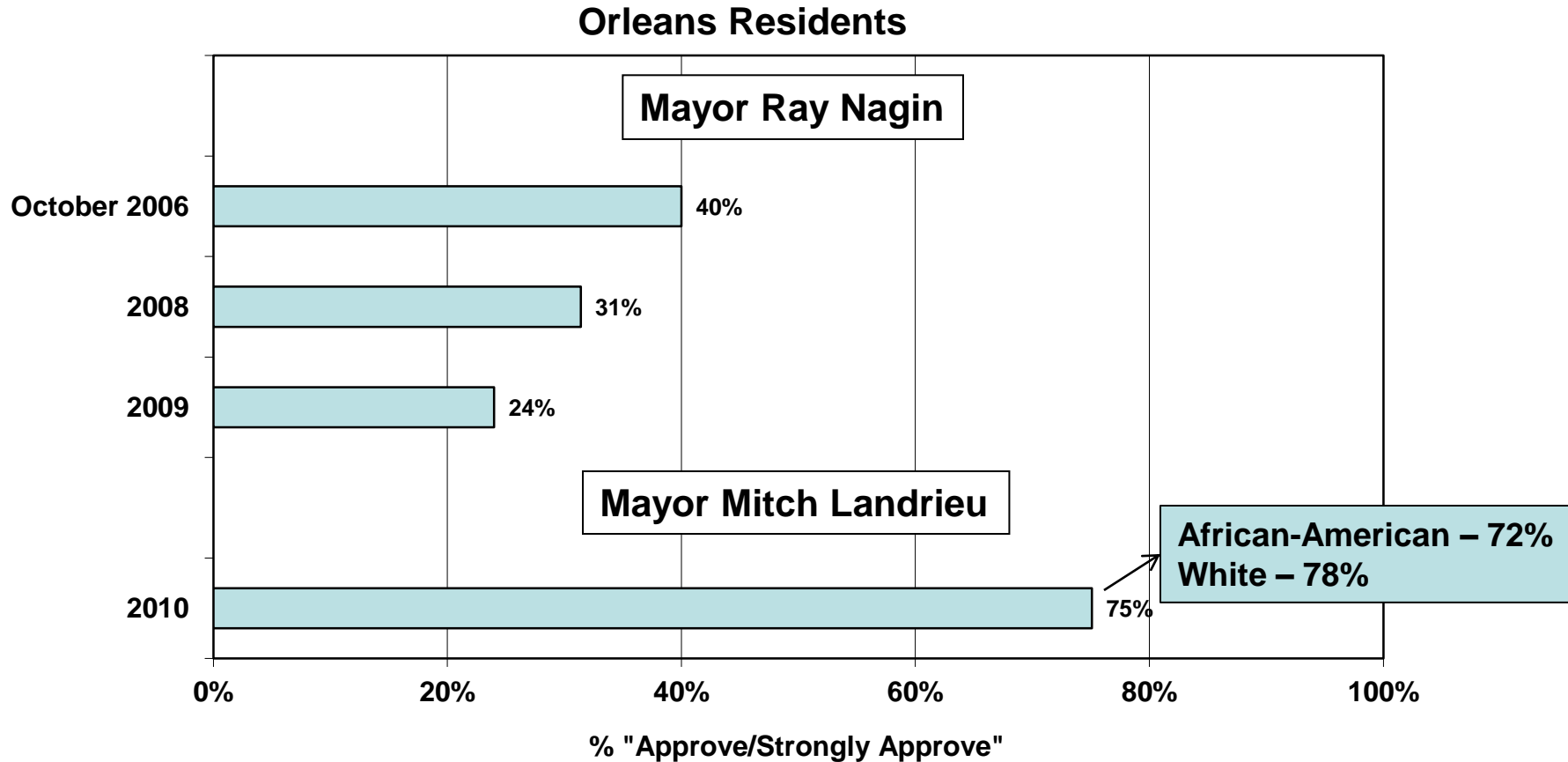
November 30, 2010

Methodology

- The survey was conducted with 600 registered voters residing in Orleans (300) and Jefferson (300) Parishes.
 - The maximum margin of error in each Parish is $\pm 5.7\%$.
- Interviewing took place between November 18 and November 24, 2010.
- Results are representative of the population in terms of race and gender.
- Telephone numbers used for sampling purposes were taken from voter records. Therefore, they include cell phone numbers to the extent that voters report such numbers for voter registration purposes.

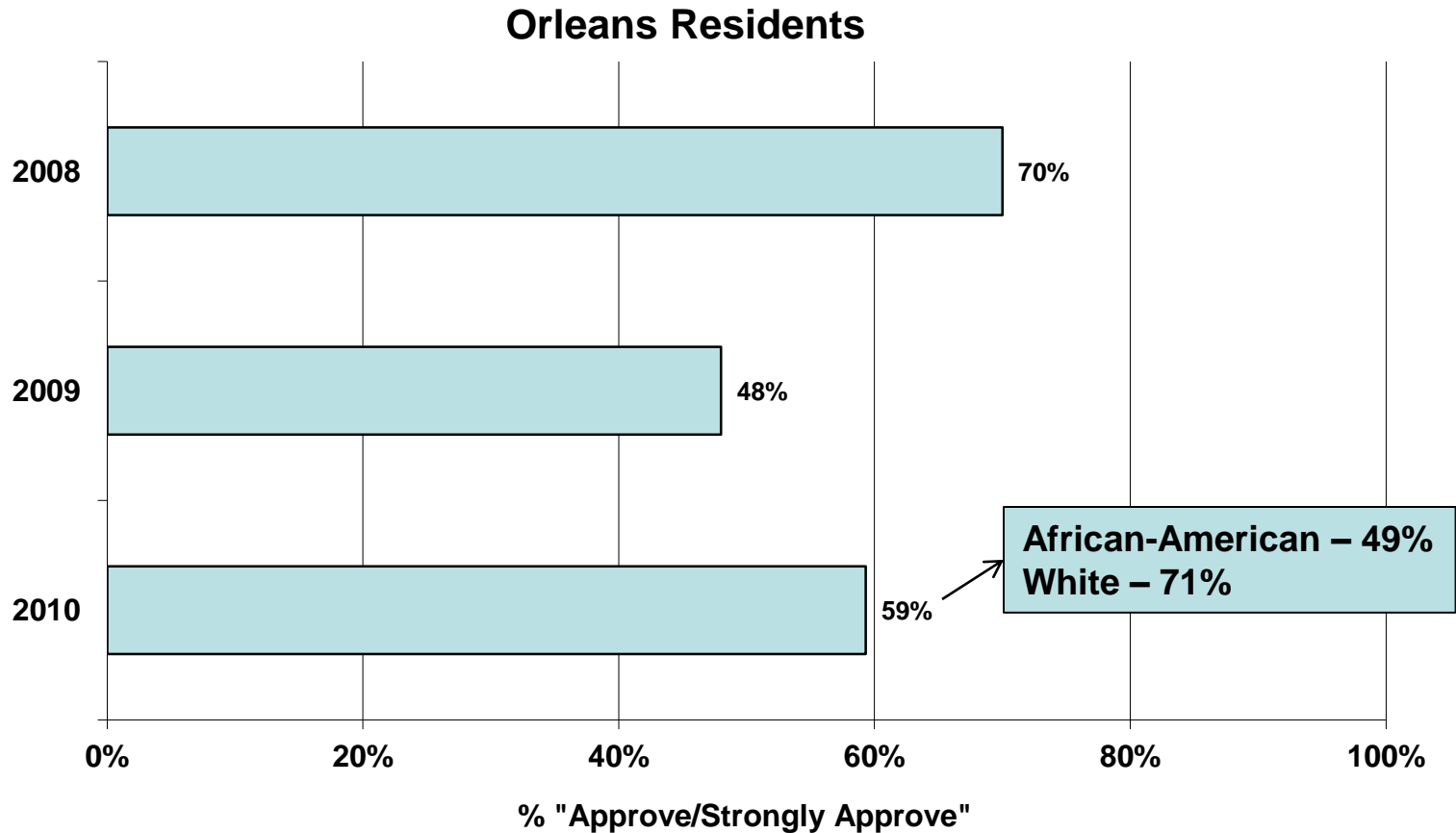
The Elected Officials

Mayoral Approval



- Orleans residents' pessimism concerning their mayor has turned around with the change in administration.
- At this point, Mayor Landrieu's approval has transcended the usual race-based differences.

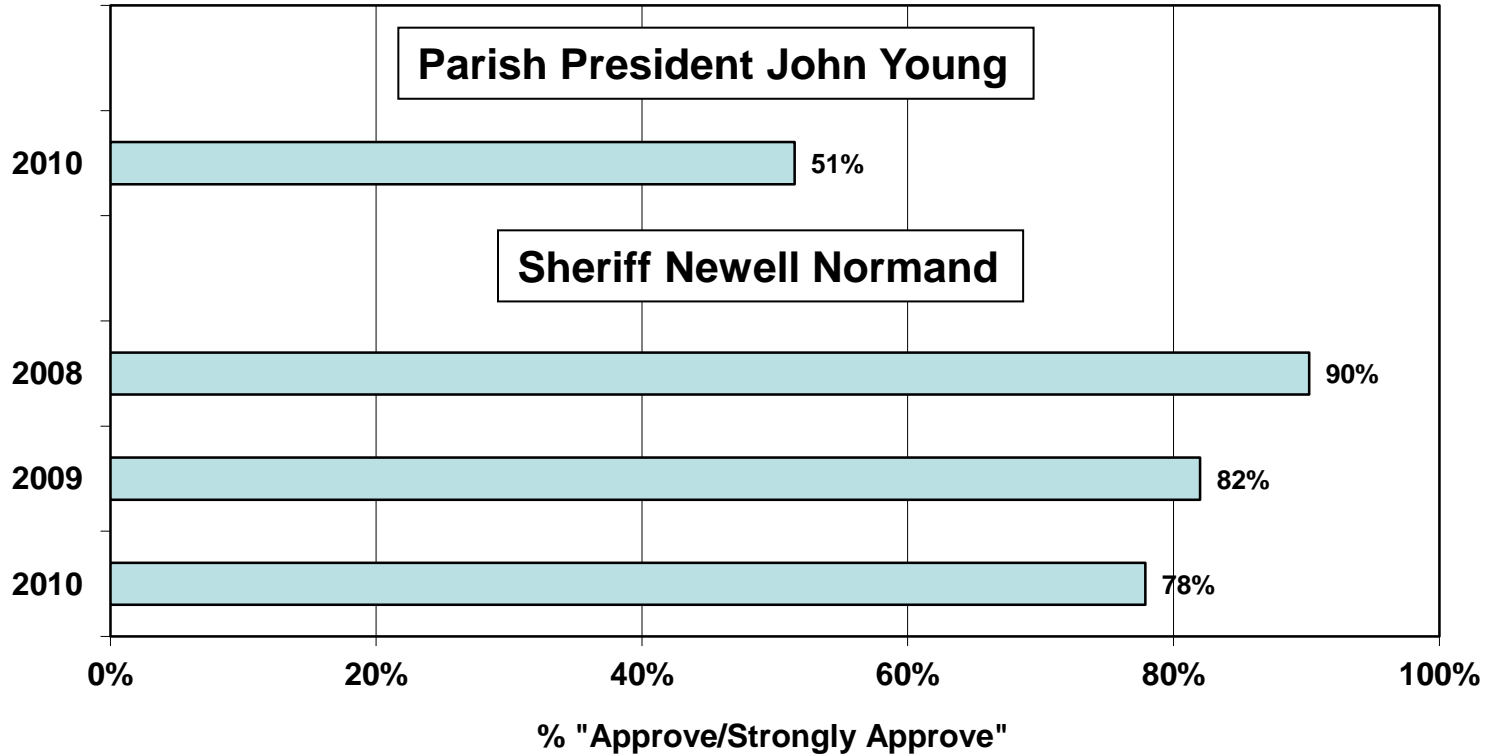
City Council Approval



- Approval of the City Council has rebounded somewhat since Spring 2009.
- A considerable racial gap remains regarding Council approval.

Evaluation of Public Officials

Jefferson Residents



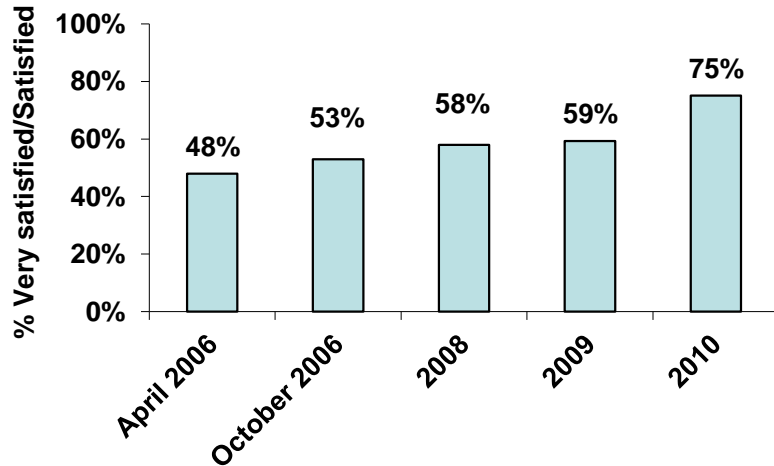
- Sheriff Newell Norman's approval rating continued a slight downward trend.
- Newly elected Parish President John Young's rating is impacted by 42% "don't know" responses.

Quality of Life

Overall Satisfaction

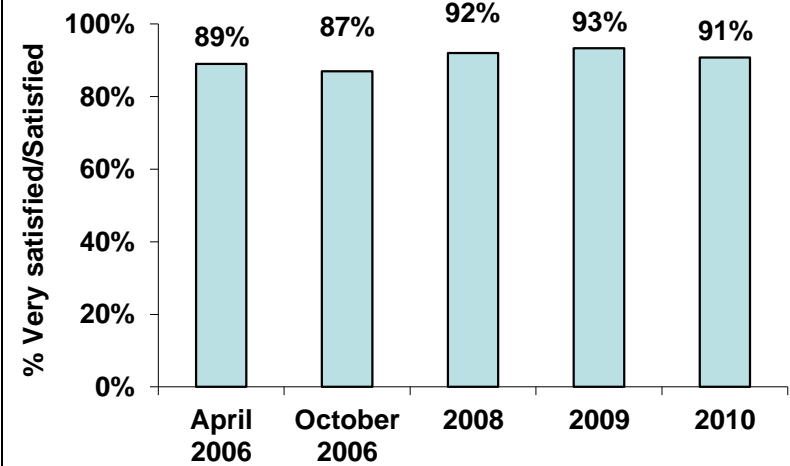
Question: How satisfied are you with life in Orleans Parish?

Orleans Parish



Question: How satisfied are you with life in Jefferson Parish?

Jefferson Parish

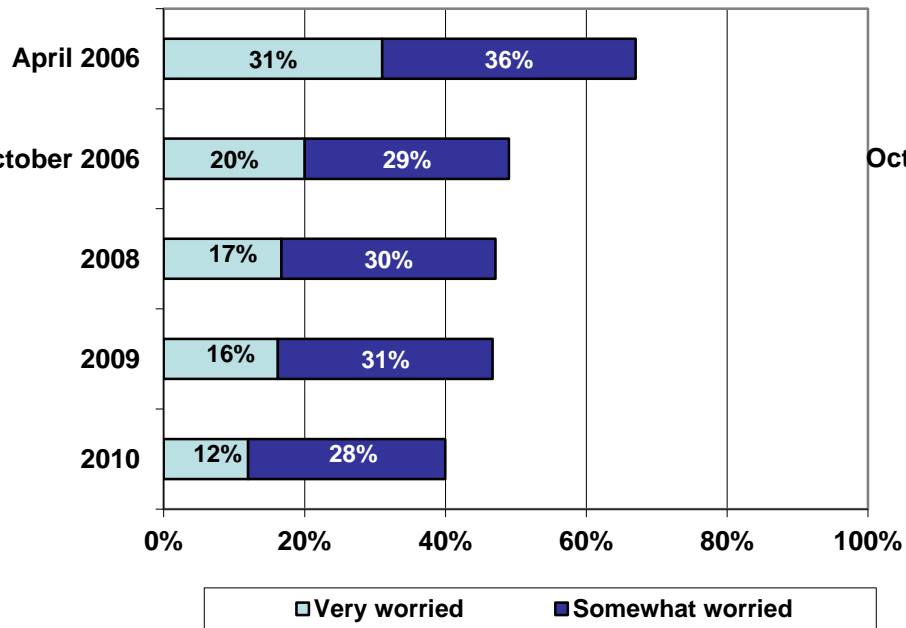


•Jefferson residents' satisfaction remains high while satisfaction among Orleans residents has increased dramatically since Spring 2009.

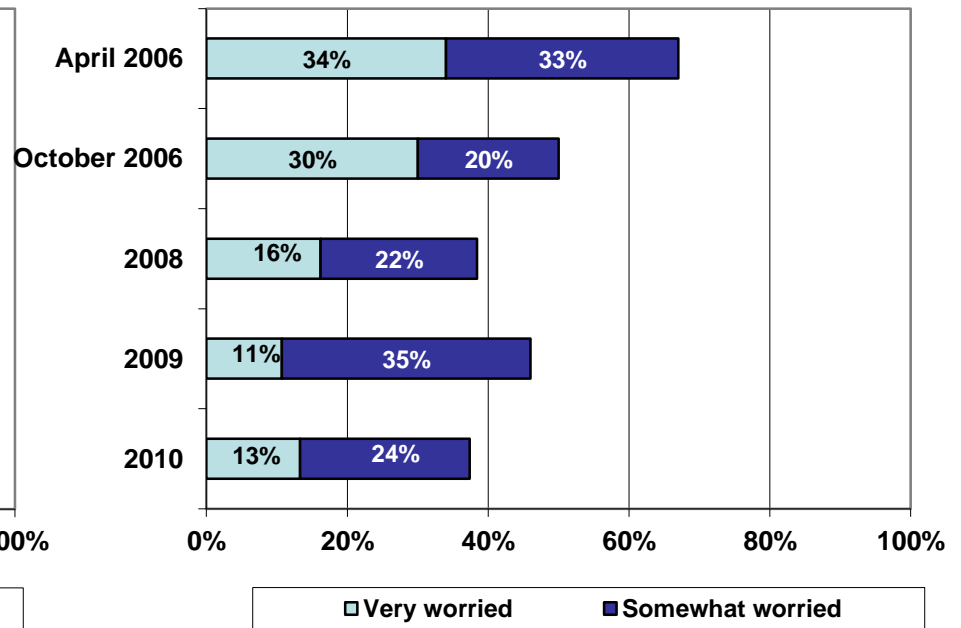
Worry About the Future

Question: Looking ahead, how worried are you about what will happen to you in the next five years – very worried, somewhat worried, not too worried, or not worried at all?

Orleans Residents

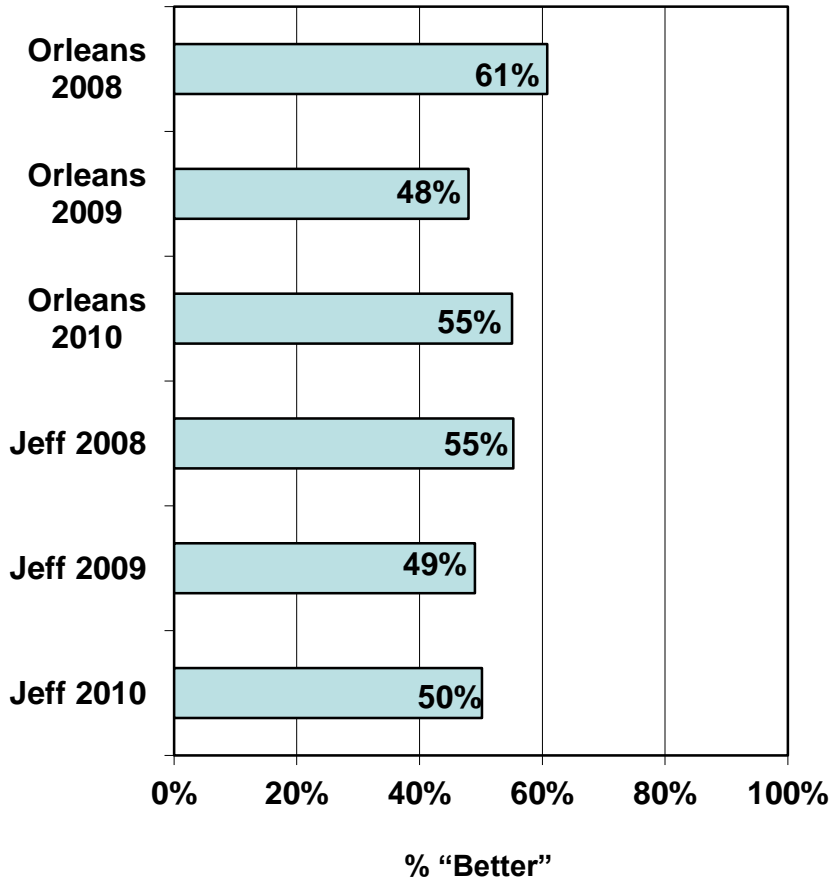


Jefferson Residents



•Both Orleans and Jefferson Parish residents demonstrate less worry about the future than in previous years.

Future Quality of Life



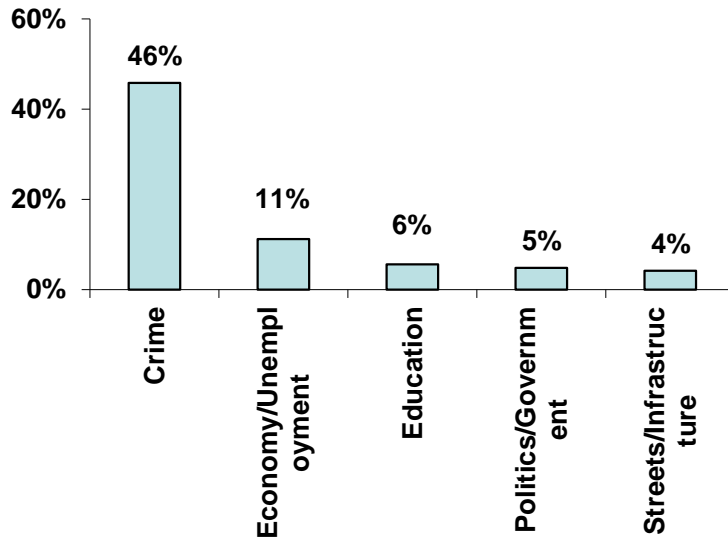
Question: Over the next five years, do you think (Orleans/Jefferson) Parish will become a better or worse place to live, or won't there be much of a change?

- Increased optimism in Orleans Parish is also indicated by an increase in the percentage of residents who believe that life will be "better."
 - Regardless of Parish of residence, the majority of respondents believe that their Parish will become a better place to live over the next five years.

Biggest Problem

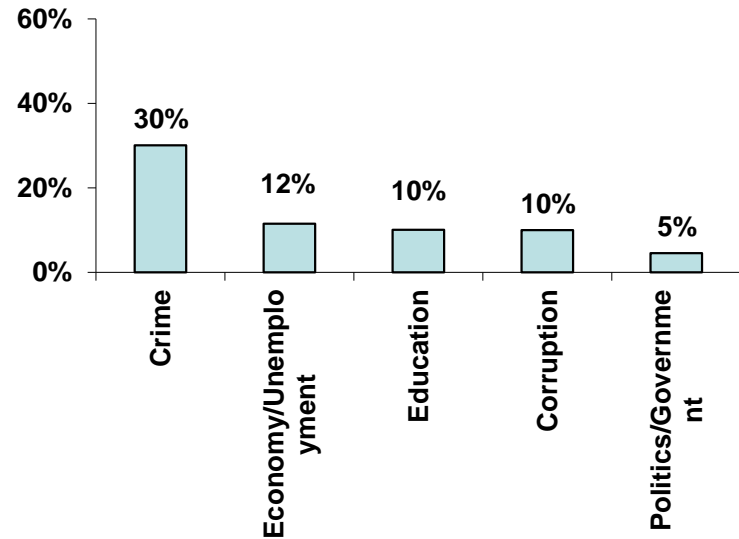
Question: What do you think is the biggest problem facing **Orleans** today?

Orleans Parish



Question: What do you think is the biggest problem facing **Jefferson** today?

Jefferson Parish

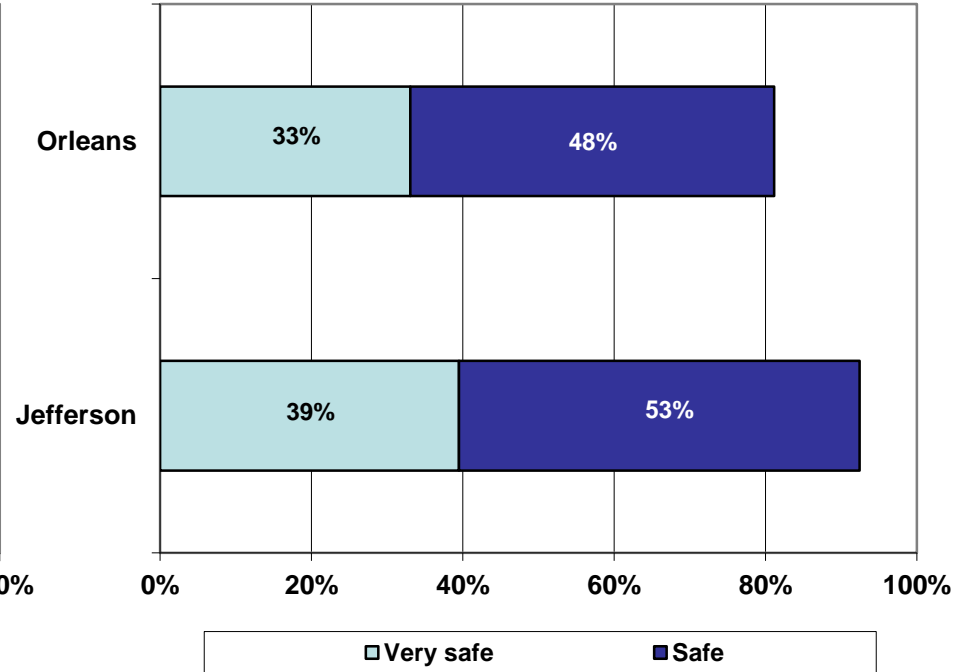
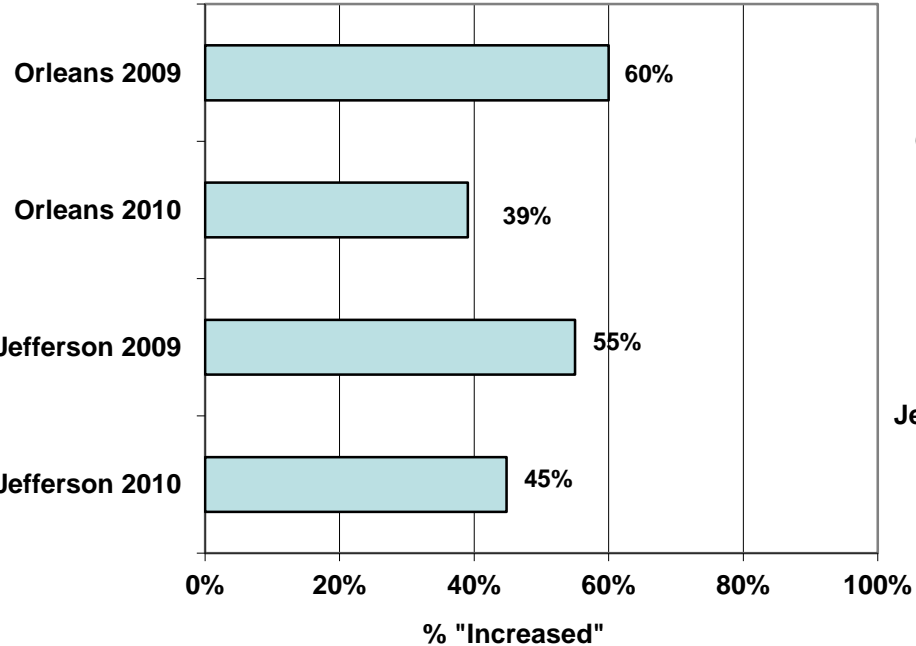


- Though crime remains the issue of top concern, the economy and unemployment have both increased in prominence among Orleans and Jefferson residents.

The Crime Problem

Question: *Now thinking about crime and safety...Would you say that the amount of crime in (Orleans/Jefferson) Parish has increased, decreased, or remained about the same over the past year?*

Question: *How safe do you feel around your home during the night?*

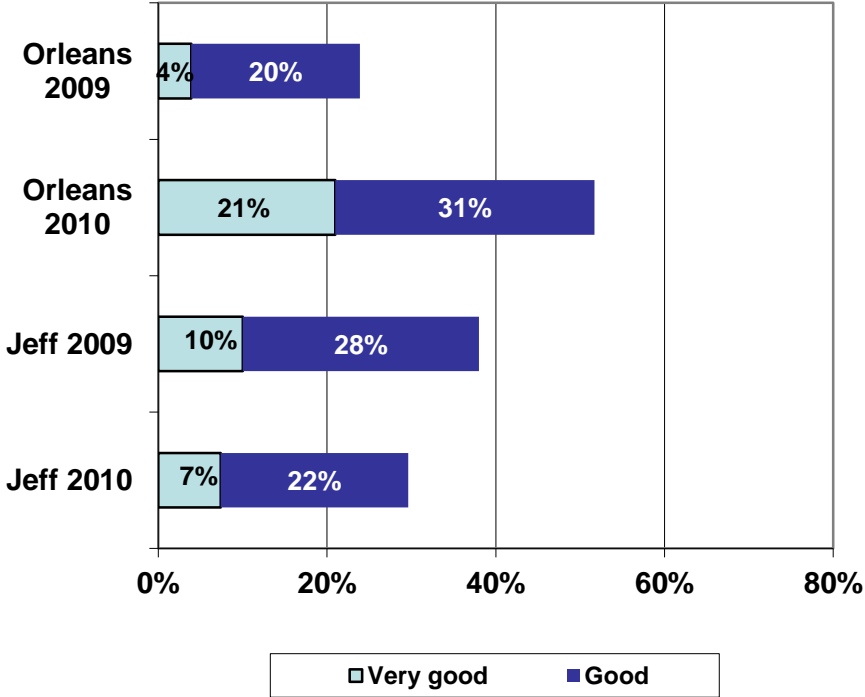


- Perceptions concerning crime are also much more positive in 2010 both in Orleans and Jefferson Parishes.
- Perceptions of safety in Jefferson remain higher than perceptions among Orleans residents.

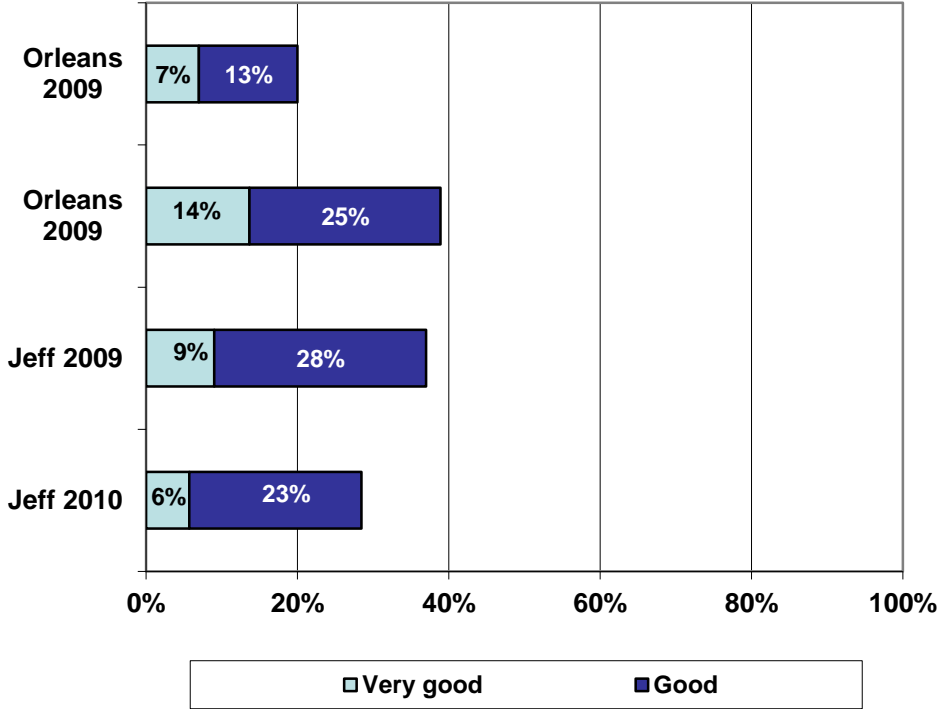
The Economy

Question: Now I'd like to ask you two questions about the economy in Orleans/Jefferson Parish. Is each of the following very good, good, fair, poor, or very poor?

Opportunities for employment



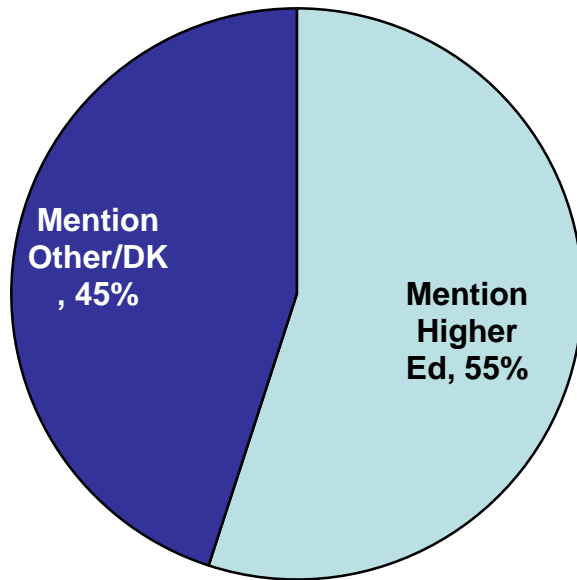
New Jobs and Industry



•Economic perceptions are moving in different directions in Orleans and Jefferson Parishes. Orleanians are becoming more optimistic, and Jefferson residents less.

Higher Education Budget Cuts

Awareness of Higher Ed Cuts

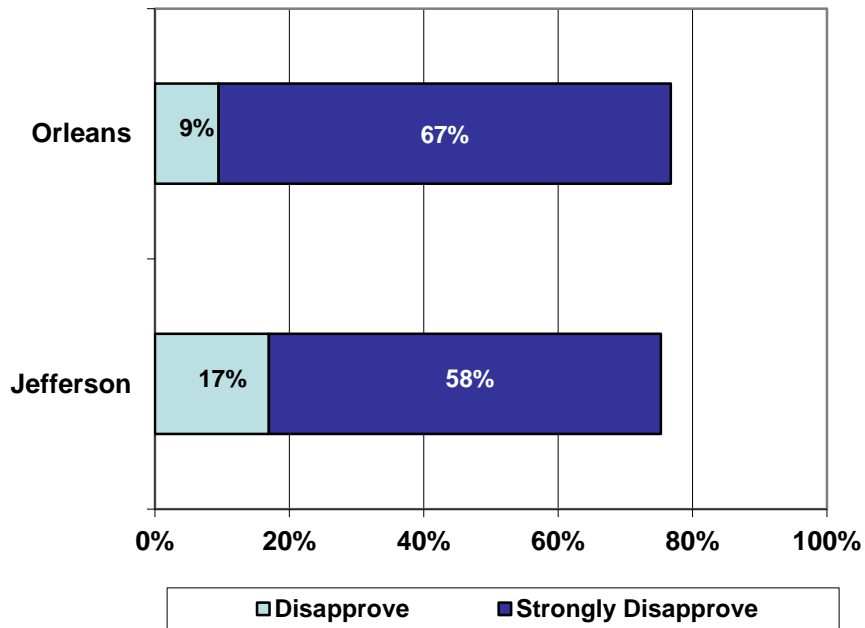


Question: Over the last two or three years, Governor Jindal and the State Legislature have had to make a number of cuts to the state budget in order to keep the budget balanced. Do you happen to know what areas of the state budget have received the most cuts?

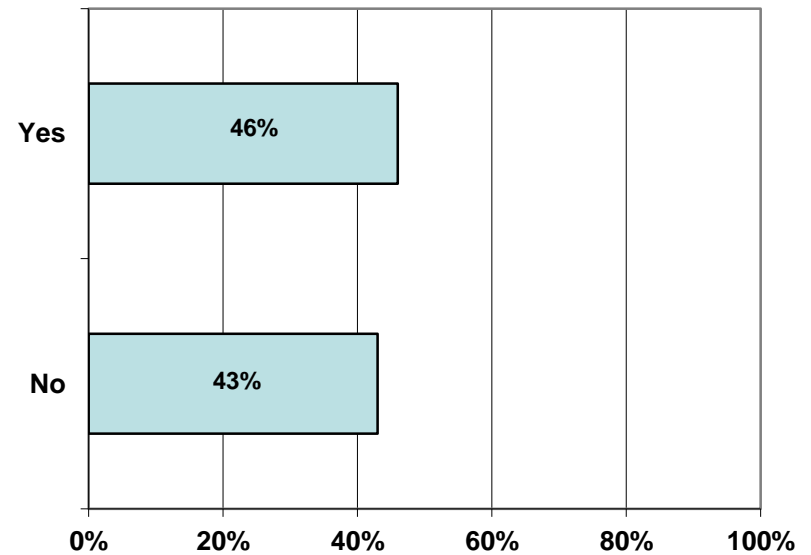
- Over half of residents demonstrate an unprompted awareness of the large budget cuts that state higher education have experienced.

Approval of Higher Ed Cuts

Question: The budget cuts that the Governor and legislature have made have included large cuts to higher education. Do you approve or disapprove of these large cuts to spending on higher education?



Question: Would you prefer tax increases to balance the state's budget rather than making further cuts to higher education or healthcare?



- Large budget cuts to higher education are very unpopular among area residents.
- The largest percentage of residents would prefer tax increases to further higher ed/healthcare budget cuts.