

2017 NEW ORLEANS MAYORAL RUNOFF SURVEY



November 2017

UNO Survey Research Center

Dr. Edward E. Chervenak, Director

echerven@uno.edu

Leah Bordlee, Research Assistant

lsbordle@my.uno.edu

Michael Esealuka, Research Assistant

miesealu@my.uno.edu

(504) 280-3217

You can view SRC surveys on:

www.uno.edu/cola/political-science/survey-research-center-studies.aspx

Special thanks to the students in Dr. Chervenak's POLI 4621 and POLI 4600 classes, Mr. Nolan's POLI 2900 class, and Mr. Licciardi's POLI 4310 class. Thanks also to Dean Kim Long for her support and to Dr. Alla Rosca, Ernest Mackey, Ken Daquin and Ross Gernon for their assistance.

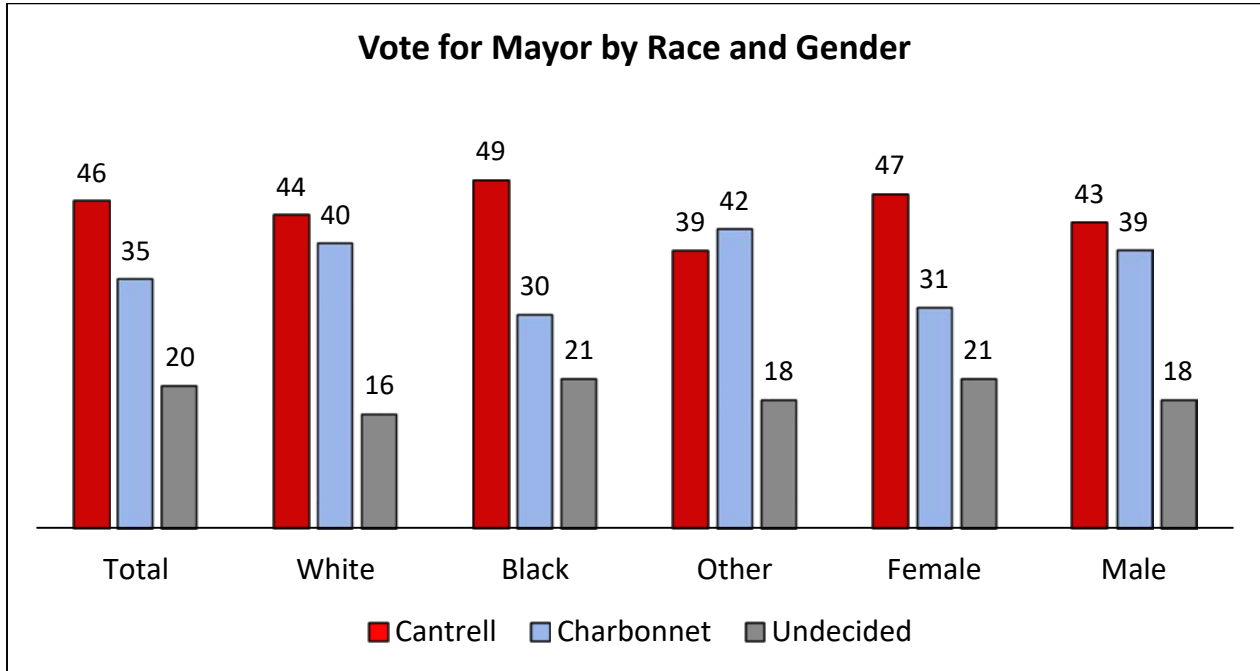
The University of New Orleans Survey Research Center (SRC) conducted a telephone poll of 602 likely voters in New Orleans. Telephone numbers were randomly selected from a sample frame of likely voters. A likely voter is defined as an individual who has voted at least three times in the last five statewide elections. Interviews were conducted November 1-8, 2017. The combined landline and cell phone sample matches the gender, age, race, and council district parameters from the voter file obtained from the Louisiana Secretary of State. The margin of error is +/- 4.0 percent at a 95% level of confidence.

Summary:

- Latoya Cantrell enjoys an 11 point lead over Desiree Charbonnet among likely voters.
- Cantrell is most popular with African-Americans, women and Millennials.
- Over one-half of voters who cast a ballot for Michael Bagneris plan on voting for Cantrell.
- Voters who approve of Mitch Landrieu support Cantrell in the runoff.
- Mayor Landrieu has a 54% job approval rating.
- Most respondents think the city is moving in the wrong direction.
- Likely voters are twice more likely to say the Sewerage and Water Board should be placed under the mayor's control than say it should be privatized.
- Opinion on whether the statue of Andrew Jackson should be removed from Jackson Square is strongly held and racially polarized.

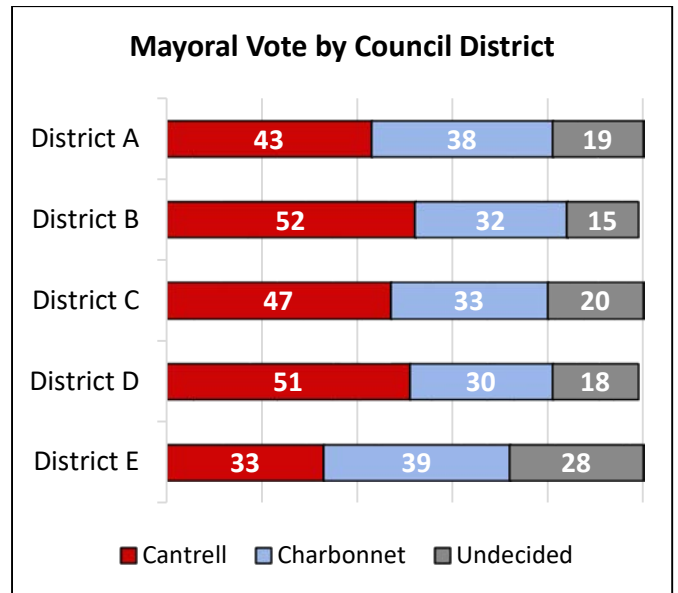
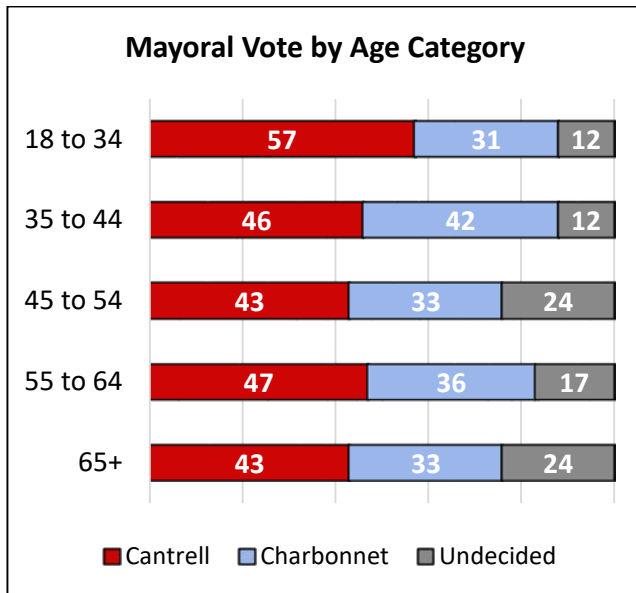
Vote for Mayor

Respondents were asked which candidate they preferred in the upcoming November 18th runoff. Those who responded that they were undecided were then queried on which candidate they leaned toward the most. The data reported here includes both those who initially expressed a candidate preference and those who leaned toward that candidate.¹



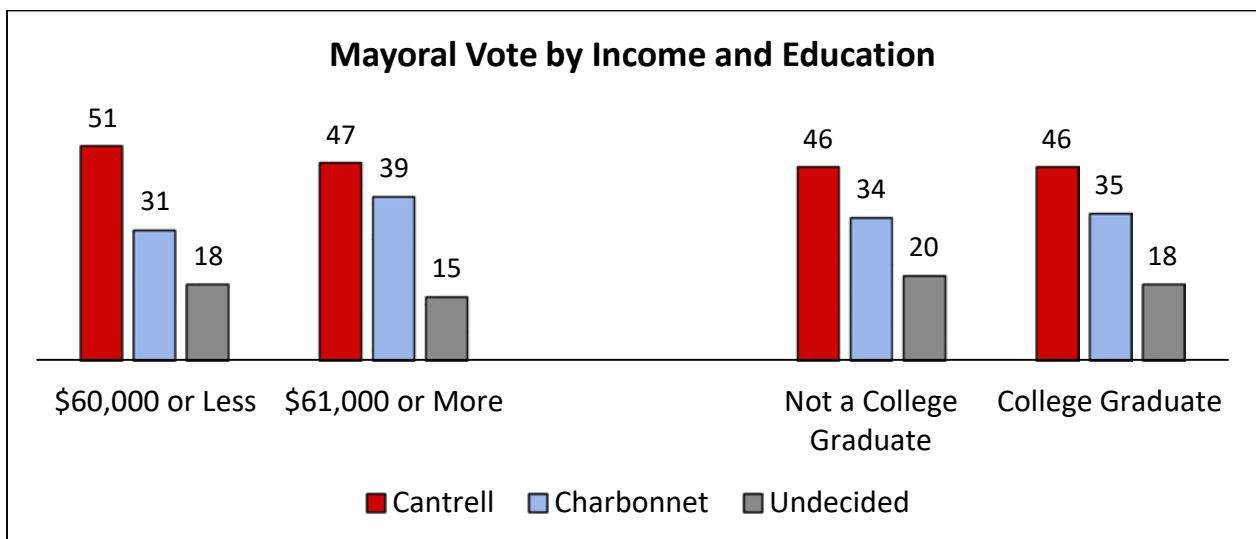
Latoya Cantrell enjoys a double digit percentage lead over Desiree Charbonnet in the runoff for mayor. One fifth of respondents say they are undecided. Cantrell performs slightly better with whites than does Charbonnet, but she has a nearly 20 percentage point advantage over her opponent with African-Americans. Cantrell also does much better than Charbonnet with female likely voters.

¹ For Latoya Cantrell, 247 respondents initially reported they supported her and 28 respondents said they leaned toward her. As for Desiree Charbonnet, 170 respondents initially reported they would vote for her, while 38 respondents said they leaned toward her. That left a total of 120 undecided likely voters.



Latoya Cantrell is especially popular with the Millennials (18 to 34), garnering well over a majority of their support. Her support is relatively consistent across the other age groups. Those respondents age 35 to 44 are the most supportive of Charbonnet, but she also trails Cantrell with this age group.

Cantrell received majority backing in two council districts. Not surprisingly, a majority of respondents from the district she represents on the city council support her candidacy. She also enjoys majority support in District D, and she outpolls Charbonnet in District A and District C. The only area of the city where Charbonnet outperforms Cantrell is in District E.



Household income has a negligible effect on vote decision for this election. Both candidates are at or near a majority in the two income categories listed in the above graphic. Charbonnet, however, does receive a higher level of support from respondents reporting a household income of \$61,000 or more.

Educational status has no influence on vote choice. There is virtually no difference in support for the two candidates between those who are college graduates and those who are not.

Respondents were asked if they had voted in the October 14th primary. Eighty-seven percent answered in the affirmative. As the table below indicates, the responses from our poll closely match the vote from the primary for the two qualifiers in the runoff.

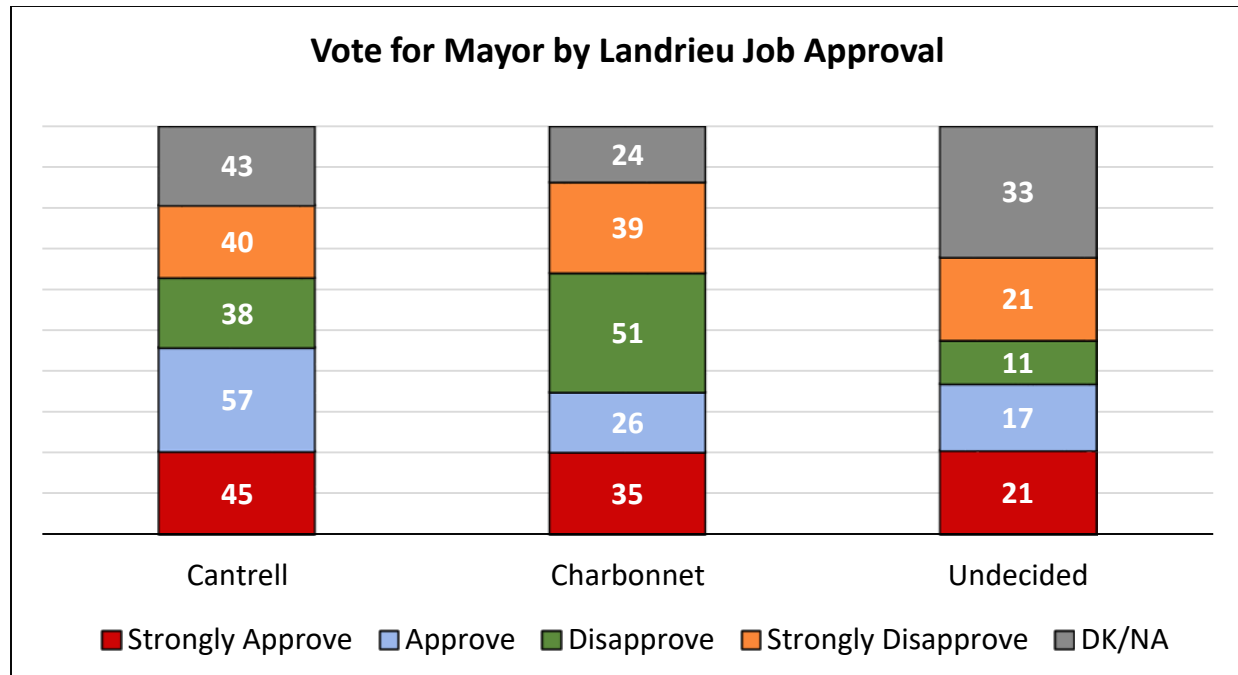
Candidate	Survey Results	Primary Election Results
Latoya Cantrell	39%	39%
Desiree Charbonnet	28%	30%
Michael Bagneris	14%	19%
Troy Henry	5%	6%
Someone Else	3%	6%
Refused to say	10%	

Vote Support in Runoff Election by Vote Support in Primary Election

	Cantrell	Charbonnet	Bagneris	Henry	Someone Else	Refused to Say
	%	%	%	%	%	%
Cantrell	89	15	57	36	31	16
Charbonnet	8	82	28	40	23	24
Undecided	3	3	15	24	46	60
(N)	185	134	67	25	13	45

The individuals who reported voting in the primary were asked a follow-up question on who they cast a ballot for in the primary. A crosstab of vote intention for the runoff with the primary vote shows how the votes from the other candidates are distributed to the two runoff contenders. The results indicate that those who voted for Cantrell and Charbonnet in the primary plan, for the most part, to stay with their candidate in the runoff. However, Cantrell's primary voters exhibit a higher degree of loyalty. **The results also suggest that the bulk of Michael Bagneris' supporters**

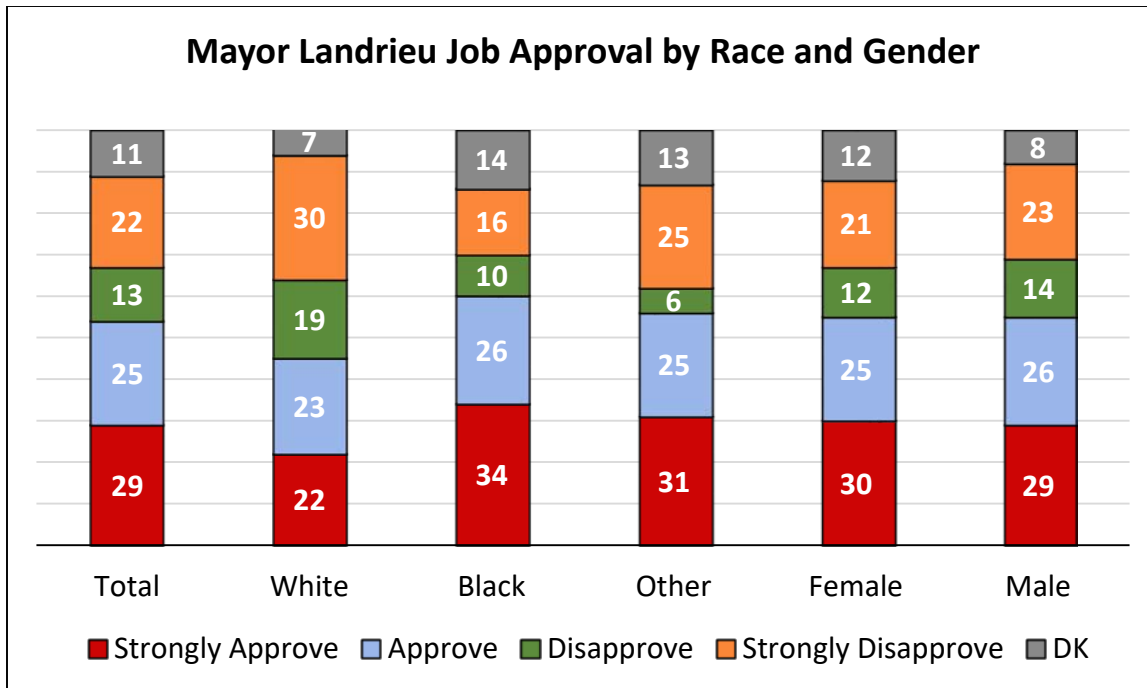
have moved into the Cantrell camp. In fact, Bagneris supporters are twice more likely to say that they plan on voting for Cantrell than for Charbonnet.



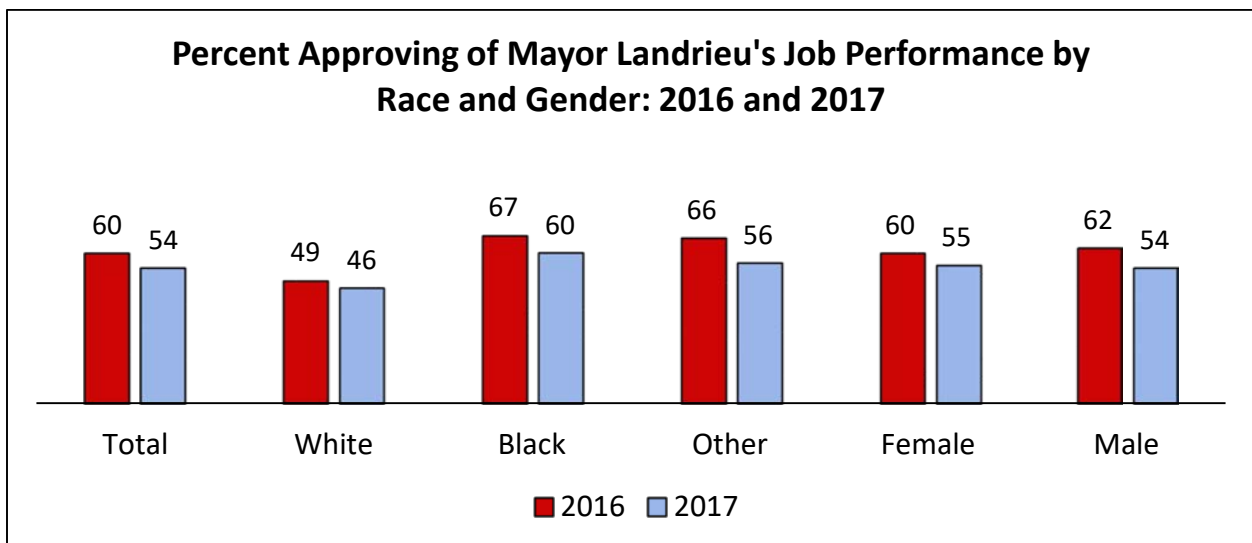
Although Mayor Landrieu has not tacitly endorsed either of the mayoral candidates, we were interested in discovering if he had any indirect influence on who voters might decide on in the runoff. To answer this question we analyzed for how evaluations of Mitch Landrieu's job performance might be related to vote choice in the runoff.

Cantrell does well with those who are happy with Landrieu's job performance. Forty-five percent who strongly approve of the mayor say they are going to vote for her. Moreover, respondents who merely approve of the mayor are twice more likely to support Cantrell over Charbonnet. On the other hand, respondents who are displeased with Landrieu are more likely to say they will cast a ballot for Charbonnet. **In the end, negative perceptions of Mitch Landrieu's job performance are driving vote choice in the direction of Desiree Charbonnet.**

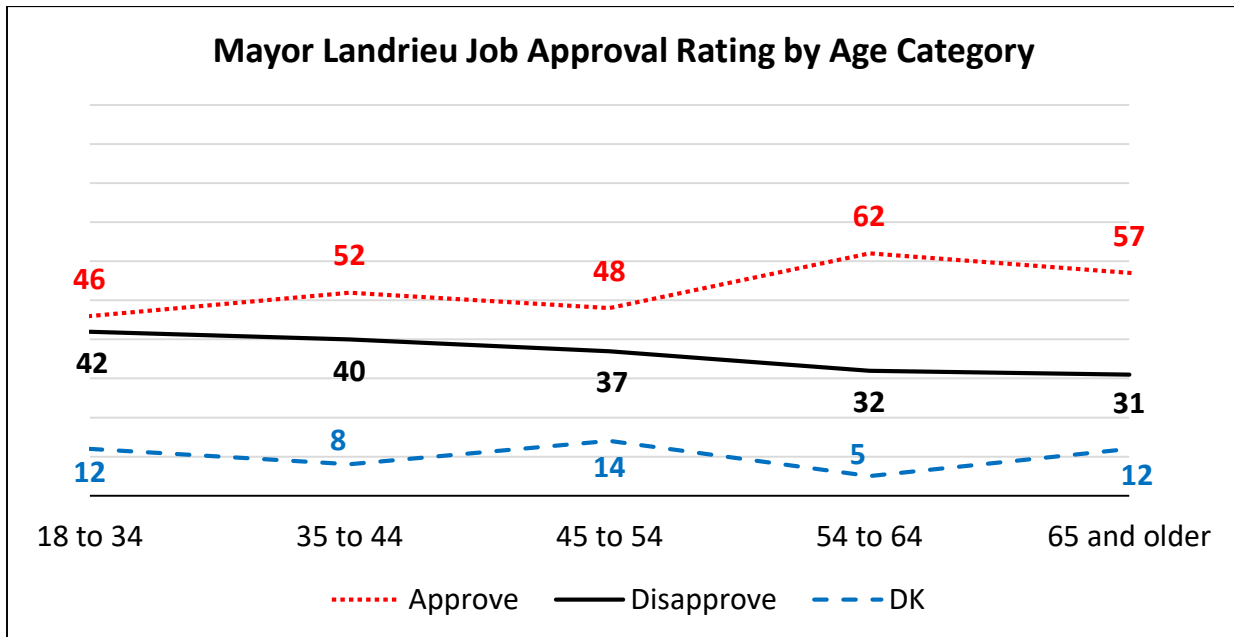
Mayoral Job Approval



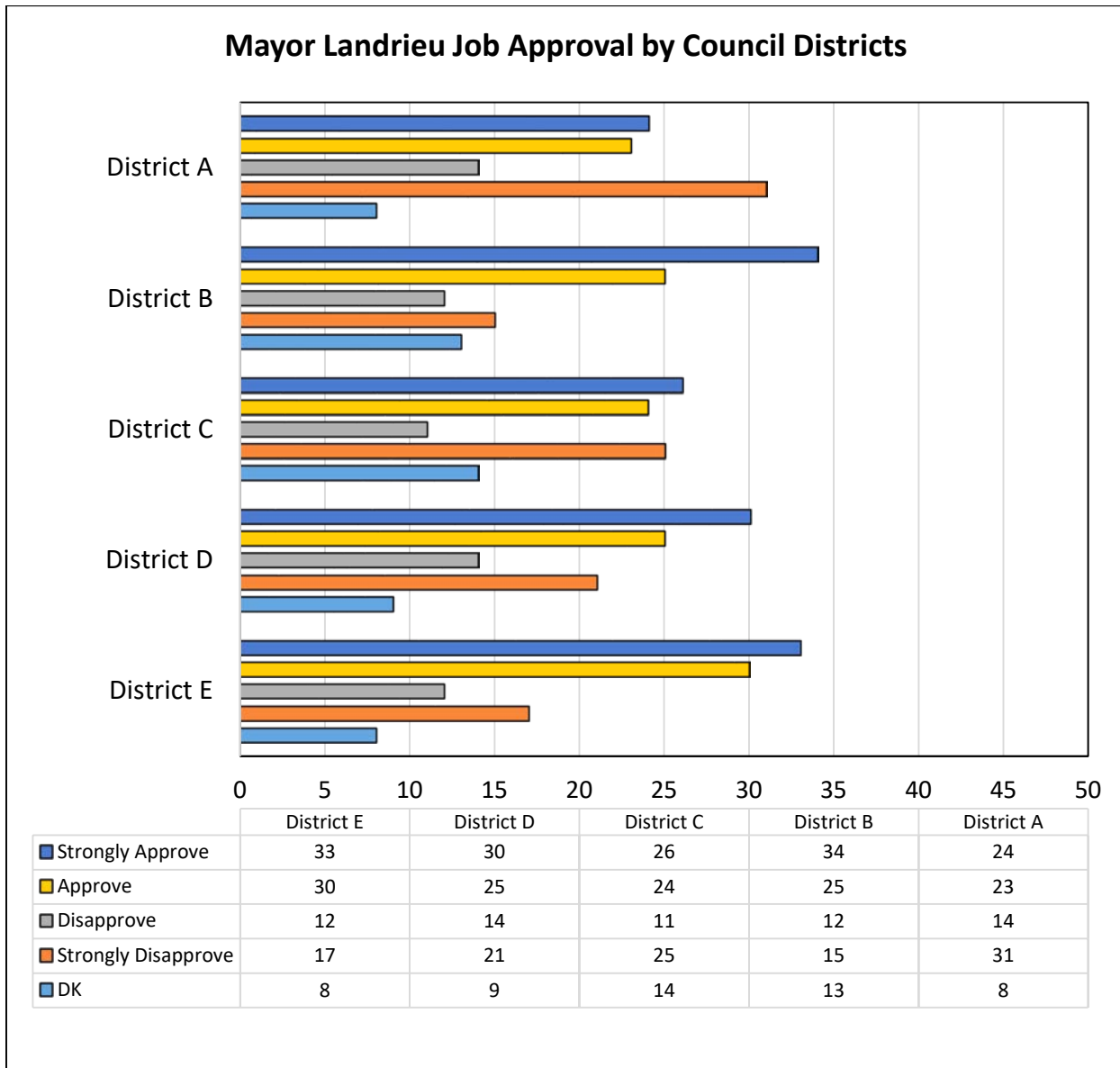
Mayor Landrieu’s received a 54% positive job rating from the likely voters we surveyed. One third of respondents gave him a negative rating. Overall, whites are unhappy with the mayor, with 30 percent saying they strongly disapprove of him. Six-in-ten African-Americans, on the other hand, approve of Landrieu’s performance in office. Non-black minorities are also more upbeat about the mayor. Males and females rate the mayor equally.



Landrieu’s current approval rating is lower than what was found in a March 2016 Quality of Life survey. We should expect a measure of decay in his approval ratings as he comes to the end of his tenure as New Orleans’ mayor. His numbers are down slightly with whites and he has experienced a 7 point decrease in positive evaluations from African-Americans and an 8 point decrease among males.

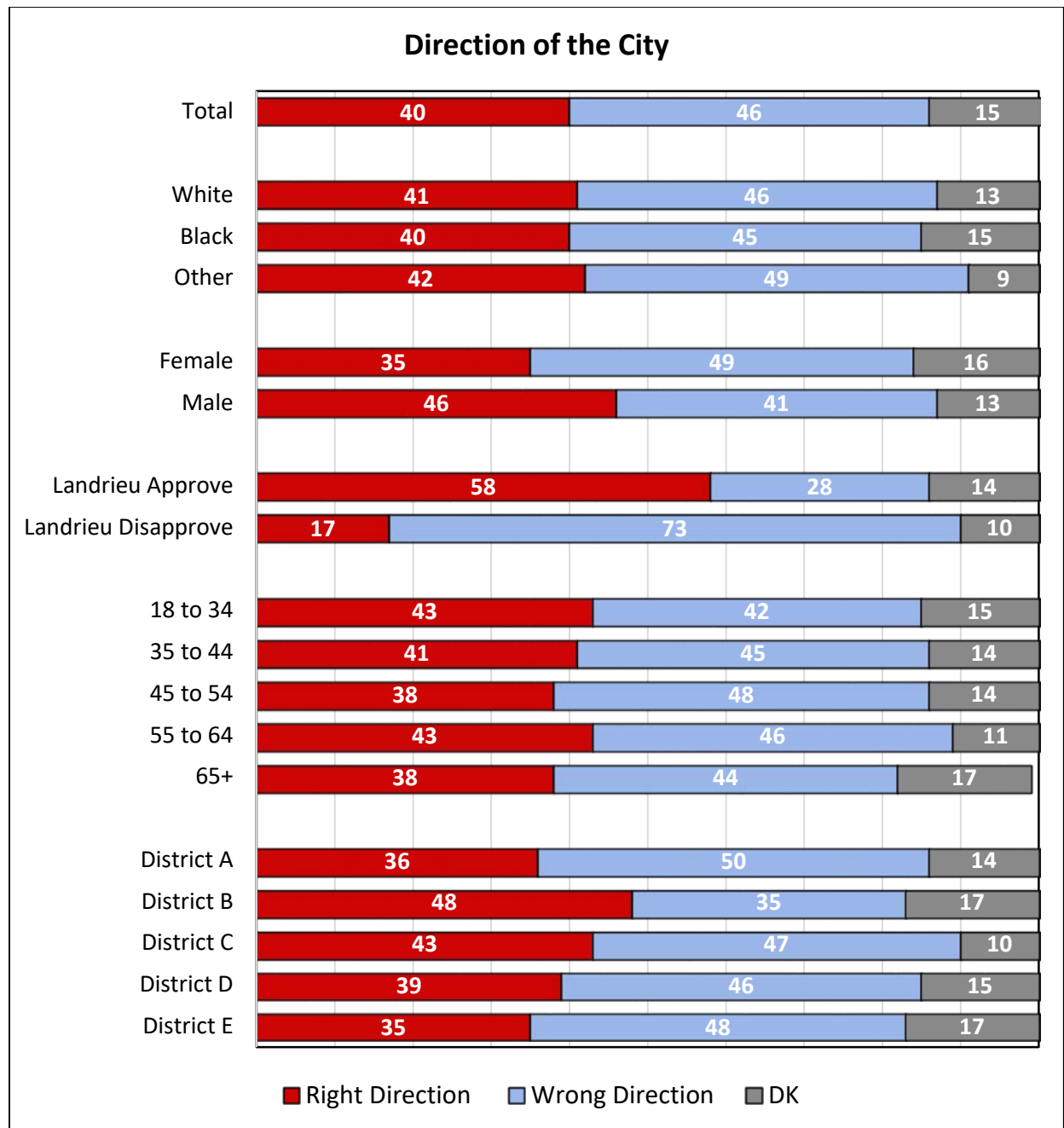


Evaluations of Mayor Landrieu are related to the respondent’s age category. As the above chart illustrates, Millennials (18 to 34) are basically split in their appraisal of his performance in office. However, the mayor’s disapproval ratings decline as the respondent’s age increases. **Landrieu receives his highest marks from the two oldest age categories.** These people are almost twice more likely to approve of the mayor than say they disapprove.



Mayor Landrieu’s approval rating varies across the city. The only area of the city where he is below 50 percent approval is District A. Respondents from that district express the most disappointment with Landrieu’s job performance with three-in-ten strongly disapproving of him. One-half of respondents from District C give the mayor positive marks while one-quarter say they strongly disapprove of how he is handling his job. Landrieu is rated highest in District E with a 63 percent job approval rating. District B residents are also happy with the mayor with 59 percent rating him positively.

Direction of the City



Respondents are relatively pessimistic about New Orleans with a plurality reporting that the city is moving in the wrong direction. An equal share of African-Americans and whites hold this view.

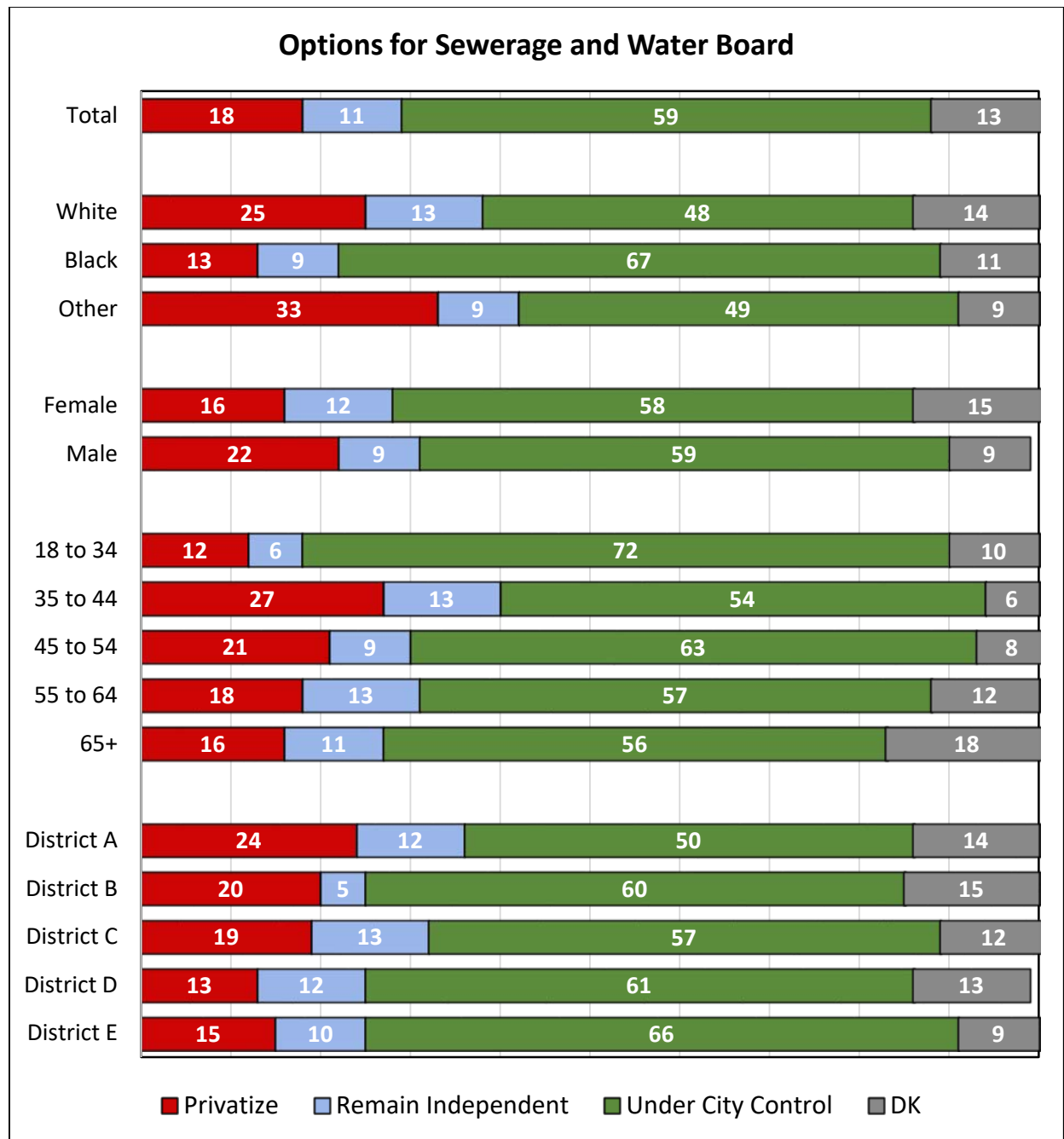
Women are not especially happy about the direction of the city. One-third think the city is moving in the right direction while one-half say it is headed in the wrong direction.

Evaluations of how Mitch Landrieu is handling his job as mayor are influencing how respondents answer this question. Just under 60 percent of those who approve of Landrieu's performance in office believe the city is headed in the right direction, while nearly three-quarters who rate him negatively judge the city to be moving in the wrong direction.

Evaluation of the direction of the city does not vary across age categories. Roughly equal percentages of likely voters, regardless of age, are of the same opinion on the direction the city is taking.

The poll did find variation in opinion by council district. Likely voters in District A and District E are the least likely to express that the city is moving in the right direction. Respondents from District C and District D are also more likely to think that the city is moving in the wrong direction. Conversely, residents living in District B are happy with the city's direction. Nearly one-half of respondents from that part of the city report New Orleans is moving in a positive direction.

Sewerage and Water Board



The Sewerage and Water Board (SWB) has recently come under criticism for the drainage failure on August 5th when parts of the city flooded after a storm. As a result, there have been calls for the agency to be fixed and/or reformed. We asked respondents their opinion on this issue to learn if they think the SWB should be privatized, should remain an independent agency, or should be put under city control and report to the mayor.

Respondents overwhelmingly believe the SWB should be under the city's control. According to our poll, the idea of the SWB remaining an independent agency is the least desirable option. Respondents also did not express a great deal of enthusiasm for privatizing the agency. In fact, respondents are three times more likely to answer that the SWB should be placed under the mayor's control than to say it should be privatized.

Whites are twice more likely than African-Americans to say the SWB should be privatized. Non-black minorities are more supportive of privatization than are whites and African-Americans. However, it should be noted that their numbers are tiny as they comprise five percent of likely voters in New Orleans.

Blacks are more likely than whites and non-black minorities to take the position that the SWB should be incorporated into city hall. Two-thirds of African-Americans compared to one-half of whites and non-black minorities believe the SWB should be under city control.

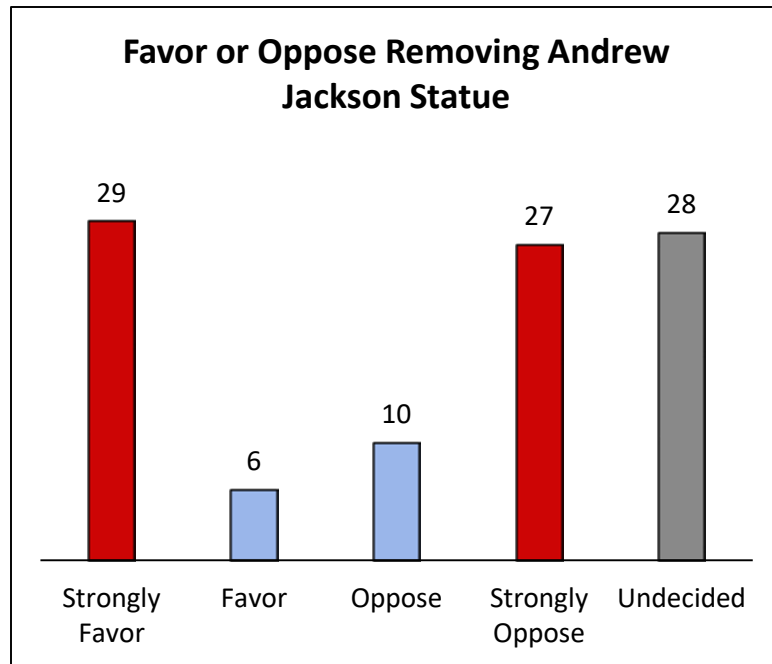
Men and women are of the same opinion on placing the SWB under city control. However, men are slightly more likely to answer that the agency should be privatized, while women are more apt not to express an opinion on this matter.

Millennials are the most supportive of consigning the SWB to city hall and the least willing to agree to privatizing the agency. The next age group, (35 to 44) are twice more likely than Millennials to believe that the agency should be privatized. However, support for that idea declines as the age categories increase. Nearly one-in-five respondents age 65 and older did not offer an opinion on this issue.

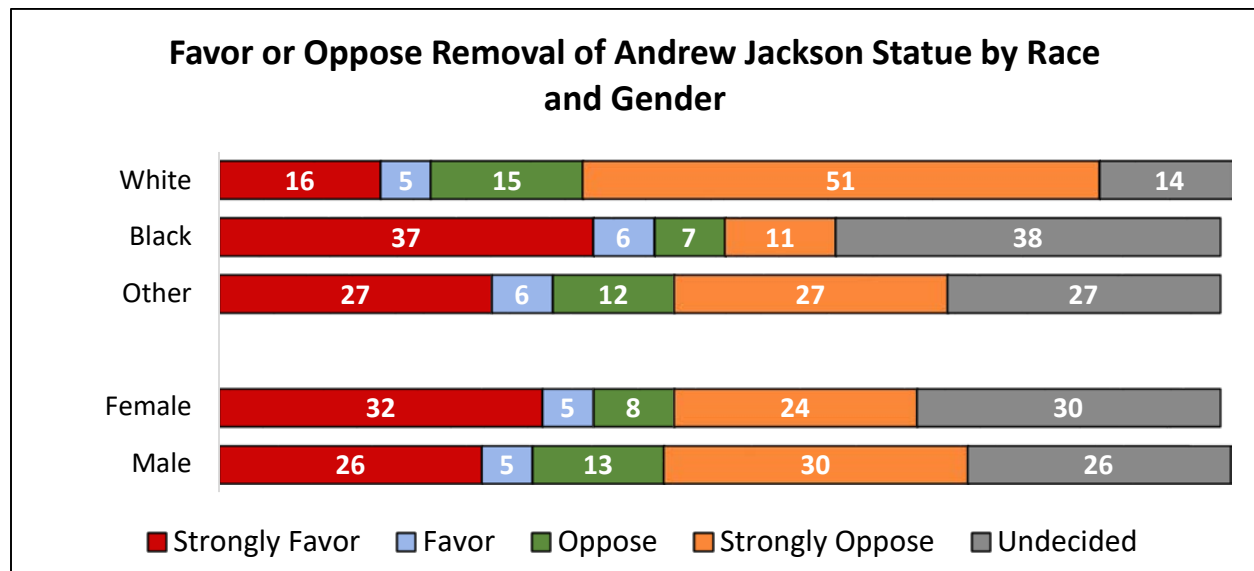
Respondents from District A are the most likely to think the SWB should be privatized, with one-quarter expressing this viewpoint. Respondents from District D and District E are the least likely to want to see the agency privatized.

Andrew Jackson Statue

One of the more heated debates in New Orleans today involves the removal of Confederate monuments. That debate continues, particularly when it comes whether the Andrew Jackson statue in Jackson Square should be removed. Because of all the controversy surrounding this issue we decided to ask respondents if they favor or oppose the removal of the statue of Andrew Jackson.

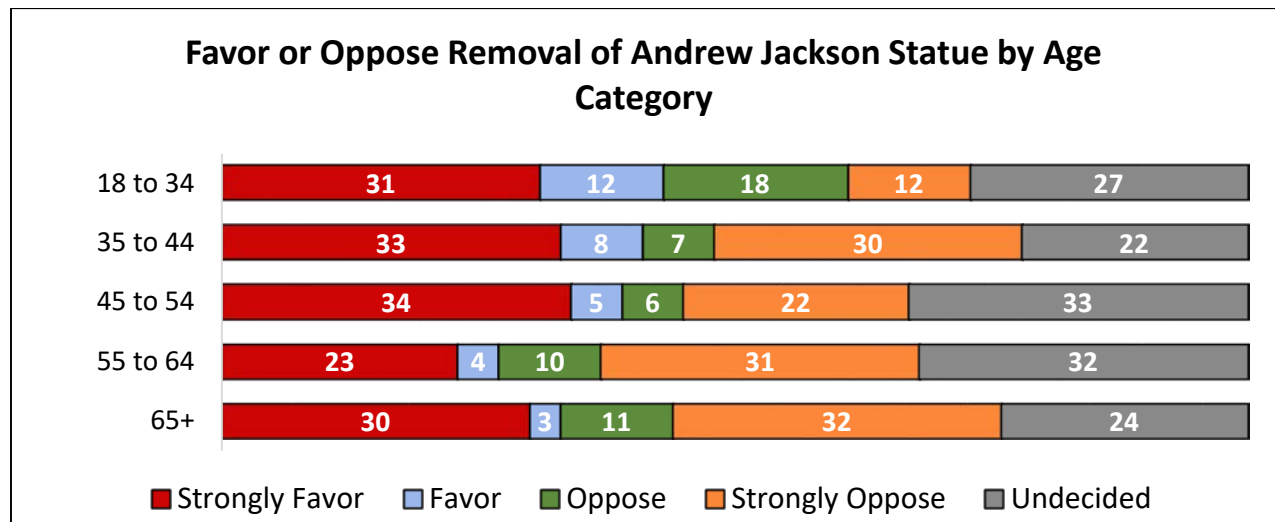


Our poll reveals that the public is essentially split on this issue. One-third of people favor removing Jackson’s statue, while another one-third oppose its removal. Another 28 percent did not express an opinion on this controversy. Moreover, the survey indicates that opinion on this issue is intensely polarized. The vast majority of respondents voicing their opinion on this issue do so strongly.

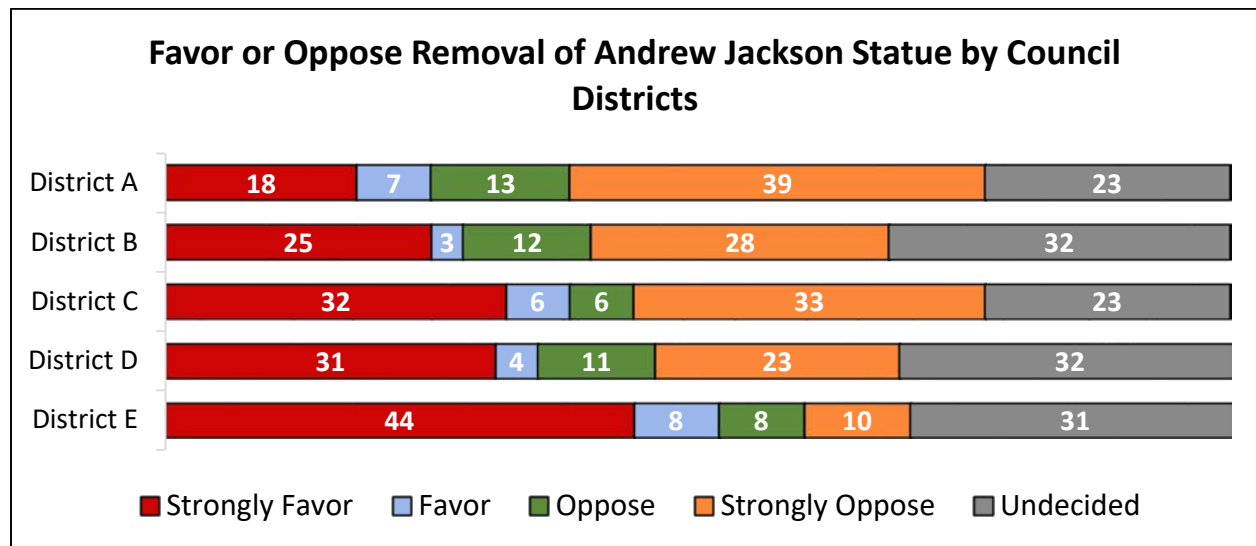


In addition to people taking a strong stance on whether they favor or oppose removing Jackson’s statue, the poll shows that opinion on this issue is racially polarized. African-Americans are more than twice as likely as whites to strongly favor removing the statue. On the other hand, a majority of whites are strongly opposed to taking it down. A large proportion of African-Americans, 38 percent, did not take a position on this issue.

Overall, males are more opposed than females to taking down the statue. Females are more inclined than are males to strongly favor removing Jackson from the square, while males are more strongly opposed.



The poll indicates there is some difference in levels of intensity across the age categories. Millennials are the least intense in opposition to removing the statue, while respondents age 55 to 64 are the least passionate in favoring removal.



Viewpoints on whether the respondent favors or opposes the removal of Andrew Jackson’s statue differ significantly by where one resides in New Orleans. Respondents from District E are the most strongly in favor of taking down the statue, while respondents from District A are the most strongly opposed to removing it. Residents from District B and District D are split equally between strongly favoring and strongly opposing taking down the statue.

Sample Information

White	38%
Black	57%
Other	5%
Male	42%
Female	58%
18 to 34	14%
35 to 44	14%
45 to 54	18%
55 to 64	24%
65 and older	30%
District A	22%
District B	18%
District C	18%
District D	23%
District E	19%
Number of Respondents	602
Sampling Error	+/- 4.0%
Dates of Interviewing	November 1-9, 2017

Vote Support for Mayor by Race and Gender

	Total	White	Black	Other	Female	Male
	%	%	%	%	%	%
Cantrell	46	44	49	39	47	43
Charbonnet	35	40	30	42	31	39
Undecided	20	16	21	18	21	18
(N)	602	217	327	33	347	255

Vote Support for Mayor by Age Category

	Total	18-34	35-44	45-54	54-64	65+
	%	%	%	%	%	%
Cantrell	46	57	46	43	47	43
Charbonnet	35	31	42	33	36	33
Undecided	20	12	12	24	17	24
(N)	602	83	83	107	141	177

Vote Support for Mayor by Council Districts

	Total	District A	District B	District C	District D	District E
	%	%	%	%	%	%
Cantrell	46	43	52	47	51	33
Charbonnet	35	38	32	33	30	39
Undecided	20	19	15	20	18	28
(N)	602	134	105	110	138	115

Vote Support by Evaluation of Mayor Landrieu's Job Performance

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	DK/NA
	%	%	%	%	%
Cantrell	45	57	38	40	43
Charbonnet	35	26	51	39	24
Undecided	21	17	11	21	33
(N)	177	150	79	132	63

Mayor Landrieu Job Approval by Race and Gender

	Total	White	Black	Other	Female	Male
	%	%	%	%	%	%
Strongly Approve	29	22	34	31	30	29
Approve	25	23	26	25	25	26
Disapprove	13	19	10	6	12	14
Strongly Disapprove	22	30	16	25	21	23
DK	11	7	14	13	12	8
(N)	602	216	325	33	348	255

Mayor Landrieu Job Approval by Age Category

	Total	18-34	35-44	45-54	54-64	65+
	%	%	%	%	%	%
Strongly Approve	29	18	27	23	33	36
Approve	25	28	25	25	29	21
Disapprove	13	22	11	13	11	12
Strongly Disapprove	22	20	29	24	21	19
DK	11	12	8	14	5	12
(N)	602	82	83	107	141	178

Mayor Landrieu Job Approval by Council District

	Total	District A	District B	District C	District D	District E
	%	%	%	%	%	%
Strongly Approve	29	24	34	26	30	33
Approve	25	23	25	24	25	30
Disapprove	13	14	12	11	14	12
Strongly Disapprove	22	31	15	25	21	17
DK	11	8	13	14	9	8
(N)	602	133	106	110	138	115

Direction of New Orleans by Race and Gender and Evaluation of Mayor Landrieu

	Total	White	Black	Other	Female	Male	Landrieu Approve	Landrieu Disapprove
	%	%	%	%	%	%	%	%
Right Direction	40	41	40	42	35	46	58	17
Wrong Direction	46	46	45	49	49	41	28	73
DK	15	13	15	9	16	13	14	10
(N)	602	216	325	33	348	255	327	212

Direction of New Orleans by Age Category

	Total	18-34	35-44	45-54	54-64	65+
	%	%	%	%	%	%
Right Direction	40	43	41	38	43	38
Wrong Direction	46	42	45	48	46	44
DK	15	15	14	14	11	17
(N)	602	83	83	107	141	177

Direction of New Orleans by Council Districts

	Total	District A	District B	District C	District D	District E
	%	%	%	%	%	%
Right Direction	40	36	48	43	39	35
Wrong Direction	46	50	35	47	46	48
DK	15	14	17	10	15	17
(N)	602	134	105	110	138	115

Options for Sewerage and Water Board by Race and Gender

	Total	White	Black	Other	Female	Male
	%	%	%	%	%	%
Privatize	18	25	13	33	16	22
Remain Independent Agency	11	13	9	9	12	9
Place Under Mayor's Control	59	48	67	49	58	59
Undecided	13	14	11	9	15	9
(N)	602	217	326	33	347	256

Options for Sewerage and Water Board by Age Category

	Total	18-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%
Privatize	18	12	27	21	18	16
Remain Independent Agency	11	6	13	9	13	11
Place Under Mayor's Control	59	72	54	63	57	56
Undecided	13	10	6	8	12	18
(N)	602	82	82	107	141	178

Options for Sewerage and Water Board by Council District

	Total	District A	District B	District C	District D	District E
	%	%	%	%	%	%
Privatize	18	24	20	19	13	15
Remain Independent Agency	11	12	5	13	12	10
Place Under Mayor's Control	59	50	60	57	61	66
Undecided	13	14	15	12	13	9
<i>(N)</i>	<i>600</i>	<i>134</i>	<i>105</i>	<i>111</i>	<i>137</i>	<i>115</i>

Favor or Oppose Removal of Andrew Jackson Statue by Race and Gender

	Total	White	Black	Other	Female	Male
	%	%	%	%	%	%
Strongly Favor	29	16	37	27	32	26
Favor	6	5	6	6	5	5
Oppose	10	15	7	12	8	13
Strongly Oppose	27	51	11	27	24	30
Undecided	28	14	38	27	30	26
<i>(N)</i>	<i>602</i>	<i>117</i>	<i>326</i>	<i>33</i>	<i>347</i>	<i>255</i>

Favor or Oppose Removal of Andrew Jackson Statue by Age Category

	Total	18-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%
Strongly Favor	29	31	33	34	23	30
Favor	6	12	8	5	4	3
Oppose	10	18	7	6	10	11
Strongly Oppose	27	12	30	22	31	32
Undecided	28	27	22	33	32	24
(N)	602	82	83	109	141	178

Favor or Oppose Removal of Andrew Jackson Statue by Council Districts

	Total	District A	District B	District C	District D	District E
	%	%	%	%	%	%
Strongly Favor	29	18	25	32	31	44
Favor	6	7	3	6	4	8
Oppose	10	13	12	6	11	8
Strongly Oppose	27	39	28	33	23	10
Undecided	28	23	32	23	32	31
(N)	602	134	106	111	137	114