

Memo

January 9, 2017

To: Jacques P. Hebert
Communications Director, National Audubon Society

From: Buster McKenzie,
President, Applied Technology Research Corporation

Re: Louisiana Coastal Issues Poll, December 2016

Key findings

Louisiana voters across the state view coastal land loss as a problem of crisis proportion. Statewide, 56% of voters identify the need to do something to protect Louisiana's coastal areas and wetlands as a "crisis" while another 37% say it is a problem that needs attention. Only 4% are of the opinion that Louisiana's coastal land loss is not a problem. The proportion of voters who identify the situation as a crisis ranges from 50% among voters in North Louisiana to 61% among voters in the New Orleans/Southeast Louisiana area.

Voters express a strong personal affinity to Louisiana's coastal areas and wetlands. Statewide, 95% of voters say that Louisiana's coastal areas and wetlands are important to them personally with most (73%) saying Louisiana's coastal areas and wetlands are "very important" to them personally.

A substantial majority (62%) of voters say they favor the state's coastal restoration master plan; only 6% say they oppose the master plan. The remaining 32% of voters did not express an opinion one way or the other. The proportion of those opposed to the master plan ranges from 3% in the New Orleans/Southeast Louisiana area to 9% in North Louisiana. A majority of voters in all areas voiced support for the plan; ranging from 70% in the New Orleans/Southeast Louisiana area to 54% in North Louisiana.

Two-thirds (66%) of voters are of the opinion that there is currently not enough money available to do what needs to be done to protect and restore coastal Louisiana; 18% are of the opinion that there is enough money available; and 16% don't know if there is enough money or not. A majority of voters in all areas of the state feel there is not enough money currently available to do what needs to be done.

When asked about reasons why we should restore coastal Louisiana, 91% of voters statewide responded that it was "very important" to them personally "to protect cities and

communities against hurricane storm surge flooding”. Of the other four reasons tested, the proportion of voters saying that reason was “very important” to them personally were:

86% “very important” to restore the marsh to provide wildlife and fisheries for future generations;

84% “very important” to restore wetlands and marshes for the health and survival of coastal ecosystems;

83% “very important” to protect jobs, the economy and commercial infrastructure in coastal Louisiana; and

79% “very important” to protect the culture and way of life in coastal Louisiana.

In all areas of the state voters gave the highest proportion of “very important” responses to “to protect cities and communities against hurricane storm surge flooding” as a reason why we should restore coastal Louisiana.

About the Poll

The poll was commissioned by the National Audubon Society on behalf of Restore the Mississippi River Delta. Interviews for this statewide poll were completed by telephone with 500 likely Louisiana voters from December 12 through December 15, 2016. The overall sample error for the statewide statistics is not greater than 4.4 percentage points at the 95% level of confidence.

For more information, contact:

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LOUISIANA COASTAL ISSUES POLL

December 2016

Frequency Responses

Based on interviews with 500 likely Louisiana voters conducted December 12-15, 2016;
Weighted by age; May not total 100.0% due to rounding.

CI1. How important are Louisiana's coastal areas and wetlands to you personally: very important, somewhat important or not important?	VERY IMPORTANT..... 73.3 SOMEWHAT IMPORTANT..... 22.3 NOT IMPORTANT..... 3.7 (DNK/WS)..... 0.7
CI2. In your opinion, is the need to do something to protect Louisiana's coastal areas and wetlands a crisis, just another problem that needs attention, or not a problem at all?	A CRISIS..... 56.2 JUST ANOTHER PROBLEM... 37.1 NOT A PROBLEM AT ALL.... 3.5 (DNK/WS)..... 3.2
CI3. Overall, do you favor or oppose the state's coastal restoration master plan?	FAVOR..... 61.7 OPPOSE..... 6.0 (DNK/WS)..... 32.3
CI4. In your opinion is there currently enough money available to do what needs to be done to protect and restore coastal Louisiana?	YES..... 18.4 NO..... 65.6 (DNK/WS)..... 16.0
CI5. Please tell me how important the following are to you as reasons for why we should restore coastal Louisiana: very important, somewhat important or not important	
	VERY SOMEWHAT NOT (DNK <u>IMPORTANT</u> <u>IMPORTANT</u> <u>IMPORTANT</u> /WS)
(Randomize)	
a. to protect jobs, the economy and commercial infrastructure in coastal Louisiana	83.4.....13.7..... 1.7 1.2
b. to protect cities and communities against hurricane storm surge flooding ...	90.6.....7.9..... 0.9 0.7
c. to restore the marsh to provide wildlife and fisheries for future generations	86.2.....11.8..... 1.2 0.8
d. to protect the culture and way of life in coastal communities	78.6.....19.1..... 1.5 0.8
e. to restore wetlands and marshes for the health and survival of coastal ecosystems	83.7.....13.3..... 1.9 1.0

CI6. In your opinion, is the <u>main</u> obstacle to coastal protection and restoration:	
one, not knowing what to do;	7.0
two, not having the money to do what needs to be done; <u>or</u>	33.9
three, not having elected officials with the political will-power to make it happen?	52.3
(DNK/WS)	6.7

Demographics

D1. Are you registered to vote as a Democrat, Republican or some other way?	DEMOCRAT..... 47.8
	REPUBLICAN..... 34.4
	OTHER..... 17.8
D2. What is your age? (Are you under 35, 35 to 49, 50 to 64, or 65 or over?)	UNDER 35..... 15.4
	35 - 49..... 22.9
	50 - 64..... 33.4
	65 OR OVER..... 27.4
	(DNK/WS)..... 1.0
D3. What is the highest grade you completed in school?	LESS THAN HIGH SCHOOL... 5.5
	H.S. GRAD-NO COLLEGE... 24.8
	SOME COLLEGE..... 21.2
	ASSOCIATE DEGREE..... 9.2
	COLLEGE GRADUATE..... 38.2
	(DNK/WS)..... 1.0
D4. (Record respondent's sex by observation; If necessary ask: Are you female or male?)	FEMALE..... 56.2
	MALE..... 43.8
D5. What is your race or ethnic background?	ASIAN..... 0.3
	BLACK/AFRICAN AMERICAN. 28.3
	HISPANIC..... 0.2
	WHITE ANGLO..... 69.8
	OTHER (Specify)..... 1.4
(Combined race categories)	WHITE/OTHER..... 71.7
	BLACK..... 28.3
D6. Is the approximate annual income for all people in your household under \$50,000, over \$100,000 or somewhere in-between?	UNDER \$50,000..... 31.0
	OVER \$100,000..... 23.8
	SOMEWHERE IN-BETWEEN... 34.2
	(DNK/WS)..... 11.0

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LOUISIANA COASTAL ISSUES POLL

December 2016

About the Poll

This statewide Louisiana poll was developed and conducted by Applied Technology Research Corporation for the National Audubon Society, Inc. The poll was designed to address likely Louisiana voters' opinions on coastal land loss and coastal restoration issues.

Interviews for this statewide poll were completed by telephone with 500 likely Louisiana voters from Monday, December 12, through Thursday, December 15, 2016.

The overall margin of error for the statewide statistics obtained from the survey data is not greater than plus or minus 4.4 percentage points at the 95% level of confidence. In other words, there is a 95% certainty that the statistics presented from the results obtained on this survey of 500 likely voters statewide will not be more than 4.4 percentage points above or below the figure that would be obtained if all of the likely voters in the state would have been interviewed.

The sample error may be larger for subgroup responses based on attitudinal, demographic and geographic variables such as area, age, etc. There are other sources of potential error which cannot be calculated including question wording and order of question presentation.

Telephone numbers were selected at random from a sample frame of telephone numbers for likely Louisiana voter households. Both landline and cellular telephone numbers were included in the sample.

Respondents were assigned to one of four geographic areas based on their parish of residence. The four geographic areas along with the parishes comprising those areas are:

New Orleans metropolitan area, (includes Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany and Washington parishes); **Florida-River Parishes**, (includes Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, Tangipahoa, West Baton Rouge and West Feliciana parishes); **Acadiana-southwest**, (includes Acadia, Allen, Avoyelles, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. Landry, St. Martin, St. Mary, Terrebonne and Vermilion parishes); **North Louisiana**, (includes Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, DeSoto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll and Winn parishes).

A statistical weighting procedure was employed to normalize the sample to the likely voter population based on voter age category.