



WPA INTELLIGENCE
 214 Fourth Street, SE
 Washington, DC 20003
 202.470.6300
 www.wpaintel.com

WPA ID: 23-067-14N

YEK_LA_MIXEDMODE SURVEY_MQ_230312
LA STATEWIDE
REGISTERED VOTERS
MARCH 9-12, 2023

SAMPLE:
 n=512 Registered Voters
 MoE=±4.3%
 64% Text-to-web

INTRODUCTION: Good evening. May I please speak with NAME FROM FILE? My name is _____ and I'm calling from WPA Intelligence, a national public opinion firm. This evening we're conducting a short scientific survey in Louisiana and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

SCREENER

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?

- 1. Yes **TERMINATE**
- 2. No/All other 100%

2. Do you plan on voting in the October Twenty-twenty three primary election for Governor and various state and local offices?

- 1. Definitely plan to vote 84%
- 2. Probably plan to vote 7%
- 3. It's Fifty-fifty 3%
- 4. Probably plan not to vote 1%
- 5. Definitely plan not to vote 2%
- 6. Don't Know/Refused **DNR** 3%

3. Are you the parent or legal guardian of children in your household under the age of eighteen?

- 1. Yes 29%
- 2. No/All other 71%

4. Thinking about the direction Louisiana is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

- 1. Right direction 17%
- 2. Unsure/DK/Refused **DNR** 20%
- 3. Wrong track 62%



Now I am going to read you a list of names of people involved in politics. After I read each one, please tell me if you have a favorable or unfavorable impression of them. If I read you one you have never heard of, just tell me and we'll move on to the next person.

IF FAVORABLE/UNFAVORABLE, ASK:

And, would you say you have a VERY (favorable/unfavorable) impression of that person, or just SOMEWHAT?

The (first/next) one is... **DO NOT RANDOMIZE**

	Name ID	Total Fav	Total Unfav	Net Fav	Very Fav 1.	Smwt Fav 2.	No Opinion <input type="checkbox"/> DNR 3.	Never heard of 4.	Smwt Unfav 5.	Very Unfav 6.	
5.	Jeff Landry	91%	45%	28%	17%	24%	21%	18%	9%	9%	19%
6.	Richard Nelson	35%	7%	8%	-1%	2%	5%	20%	65%	2%	6%
7.	John Schroder	60%	18%	14%	4%	4%	14%	28%	40%	7%	7%
8.	Sharon Hewitt	45%	11%	12%	<-1%	1%	10%	22%	55%	4%	7%
9.	Shawn Wilson	47%	14%	11%	3%	7%	8%	21%	53%	4%	7%
10.	Board of Elementary and Secondary Education (aka BESE)	86%	22%	39	-16%	6%	17%	25%	14%	24%	15%
11.	Cade Brumley	39%	10%	9%	1%	2%	8%	20%	61%	5%	4%

12. Overall, would you say you approve or disapprove of the state legislature is handling their job?

IF APPROVE/DISAPPROVE, ASK:

And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

TOTAL APPROVE	26%
TOTAL DISAPPROVE	58%
1. Strongly approve	6%
2. Not-so-strongly approve	21%
3. DK/Refused <input type="checkbox"/> DNR	16%
4. Not-so-strongly disapprove	30%
5. Strongly disapprove	28%

13. Now, thinking about the issues the state legislature might consider this year, what ONE issue do you most want the state legislature to focus on? ROTATE

1.	Promoting economic growth	17%
2.	Crime/public safety	32%
3.	Tax reform	6%
4.	Improving K-12 education	18%
5.	Healthcare	6%
6.	Transportation/Roads	10%
7.	Other (Record Verbatim/Typed Response)	8%
8.	DK/Refused DNR	3%

Now thinking about the upcoming election for Governor...

14. If the primary election for Louisiana Governor were held today, for whom would you vote if the candidates were... RANDOMIZE

Sharon Hewitt, Republican
 Jeff Landry, Republican
 Richard Nelson, Republican
 John Schroder, Republican
 Shawn Wilson, Democrat

Hunter Lundy, Independent
 Jeffery Istre, Independent
 ...Or...
 Someone Else

IF (CHOICE), ASK:

And would you DEFINITELY vote for (CHOICE) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL HEWITT	3%		TOTAL WILSON	21%
	TOTAL LANDRY	39%		TOTAL SCHRODER	7%
	TOTAL NELSON	2%			
1.	Definitely Hewitt	1%	10.	Definitely Schroder	3%
2.	Probably Hewitt	2%	11.	Probably Schroder	3%
3.	Lean Hewitt	<1%	12.	Lean Schroder	1%
4.	Definitely Landry	22%	13.	Definitely Wilson	13%
5.	Probably Landry	14%	14.	Probably Wilson	6%
6.	Lean Landry	2%	15.	Lean Wilson	2%
7.	Definitely Nelson	1%	16.	Hunter Lundy	2%
8.	Probably Nelson	<1%	17.	Jeffery Istre	1%
9.	Lean Nelson	<1%	18.	Someone else (Record Verbatim/Typed Response)	3%
			19.	Hard Undecided/DK/Refused DNR	23%

Now thinking about a different list of candidates for Governor...

15. If the primary election for Louisiana Governor were held today, for whom would you vote if the candidates were... **RANDOMIZE**

Sharon Hewitt, Republican
 Jeff Landry, Republican
 Richard Nelson, Republican
 John Schroder, Republican
 Shawn Wilson, Democrat
 Hunter Lundy, Independent

Jeffery Istre, Independent
 Stephen Waguespack, Republican
 Clay Schnexnayder, Republican
 ...or...
 Someone Else

IF (CHOICE), ASK:

And would you DEFINITELY vote for (CHOICE) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL HEWITT	4%		TOTAL SCHRODER	7%
	TOTAL LANDRY	36%		TOTAL WILSON	22%
	TOTAL NELSON	2%			
1.	Definitely Hewitt	2%	10.	Definitely Schroder	3%
2.	Probably Hewitt	1%	11.	Probably Schroder	3%
3.	Lean Hewitt	<1%	12.	Lean Schroder	1%
4.	Definitely Landry	21%	13.	Definitely Wilson	14%
5.	Probably Landry	13%	14.	Probably Wilson	6%
6.	Lean Landry	3%	15.	Lean Wilson	2%
7.	Definitely Nelson	1%	16.	Hunter Lundy	1%
8.	Probably Nelson	<1%	17.	Jeffery Istre	<1%
9.	Lean Nelson	1%	18.	Stephen Waguespack	2%
			19.	Clay Schnexnayder	1%
			20.	Someone else (Record Verbatim/Typed Response)	1%
			21.	Hard Undecided/DK/Refused DNR	24%

Now thinking about the upcoming election for Attorney General...

16. If the primary election for Louisiana Attorney General were held today, for whom would you vote if the candidates were... **RANDOMIZE**

- John Stefanski, Republican
- Liz Murill, Republican
- Marty Maley, Republican
- ...or...
- John Belton, Independent

IF (CHOICE), ASK:

And would you DEFINITELY vote for (CHOICE) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL STEFANSKI	11%		TOTAL MALEY	3%
	TOTAL MURILL	6%		TOTAL BELTON	17%
1.	Definitely Stefanski	3%	7.	Definitely Maley	<1%
2.	Probably Stefanski	6%	8.	Probably Maley	2%
3.	Lean Stefanski	2%	9.	Lean Maley	<1%
4.	Definitely Murill	2%	10.	Definitely Belton	5%
5.	Probably Murill	4%	11.	Probably Belton	9%
6.	Lean Murill	1%	12.	Lean Belton	3%
			13.	Someone else (Record Verbatim/Typed Response)	2%
			14.	Hard Undecided/DK/Refused DNR	62%

17. Overall, do you **ROTATE** approve or disapprove **END ROTATE** of the job Louisiana public schools are doing educating students in grades kindergarten through twelve?

IF APPROVE/DISAPPROVE, ASK:

And, would you say you STRONGLY (approve/disapprove) or just SOMEWHAT?

	TOTAL APPROVE	24%
	TOTAL DISAPPROVE	65%
1.	Strongly approve	6%
2.	Somewhat approve	18%
3.	DK/Refused DNR	11%
4.	Somewhat disapprove	28%
5.	Strongly disapprove	37%

18. Which party do you trust more to handle issues related to schools and education?

- | | | |
|----|---|-----|
| 1. | Republicans | 47% |
| 2. | Democrats | 33% |
| 3. | Other | 9% |
| 4. | Unsure/DK/Refused DNR | 11% |

19. Who do you trust more to influence your child’s education? ROTATE

- | | | |
|----|---|-----|
| 1. | Parents | 59% |
| 2. | Unsure/DK/Refused DNR | 6% |
| 3. | Teachers | 35% |

20. Do you ROTATE support or oppose END ROTATION school choice, where the parent, not the government, is given state funds to choose the best school, whether public, charter, or private, for their child?

IF SUPPORT/OPPOSE:

And, would you say you STRONGLY (support/oppose) school choice, where the parent, instead of the government, is allowed to choose the best school for their child, or just SOMEWHAT?

TOTAL SUPPORT	60%
TOTAL OPPOSE	25%

- | | | |
|----|--|-----|
| 1. | Strongly Support | 38% |
| 2. | Somewhat Support | 22% |
| 3. | Undecided/DK/Refused DNR | 15% |
| 4. | Somewhat Oppose | 11% |
| 5. | Strongly Oppose | 14% |

21. I am going to read you two statements and please tell me which one comes closest to your view... **ROTATE**

(Some/Other) people say that tax dollars spent on education are meant to educate children so the funds should follow the students to whatever learning environment best meets their needs, not just public schools.

...while...

(Some/Other) people say that tax dollars spent on education belong to local school districts and allowing any of those funds to be used for any other type of education, like private schools or charters, will harm our public schools.

- | | | |
|----|----------------------------------|-----|
| 1. | Follow the students | 47% |
| 2. | Neither DNR | 4% |
| 3. | Both DNR | 8% |
| 4. | DK/Refused DNR | 9% |
| 5. | Belong to local school districts | 33% |

22. An Education Savings Account, also known as an ESA, allows parents to use the state funding that would have gone to their child’s public school to instead access the education that best meets their child’s needs. Parents can spend this money on private school tuition, online education programs, tutoring, curriculum, therapies and other direct education needs of their child. Knowing this, would you say you **ROTATE** support or oppose **END ROTATE** ESAs?

IF SUPPORT/OPPOSE, ASK:

And would you say you STRONGLY (support/oppose) ESAs or just SOMEWHAT?

TOTAL SUPPORT	55%
TOTAL OPPOSE	30%

- | | | |
|----|------------------------------|-----|
| 1. | Strongly Support | 33% |
| 2. | Somewhat Support | 21% |
| 3. | Unsure/DK/Refused DNR | 15% |
| 4. | Somewhat Oppose | 12% |
| 5. | Strongly Oppose | 18% |

23. If an Education Savings Account bill was introduced to the Louisiana State House, how would you advise your members of the legislature to shape the bill to best benefit Louisiana children? **ROTATE**

- | | | |
|----|--|-----|
| 1. | Provide Education Savings Accounts to every kid in Louisiana | 44% |
| 2. | Limit Education Savings Accounts in Louisiana for families who make less than two-hundred and twenty thousand dollars a year, or single parents who make less than one-hundred and ten thousand dollars a year | 25% |
| 3. | Limit Education Savings Accounts in Louisiana for only urban and suburban areas | 5% |
| 4. | DK/Refused DNR | 27% |

24. Some states allow students to customize their experience by allowing private and homeschool students to part-time enroll in public schools for individual classes. Which of the following statements best represents your views regarding this subject? ...**ROTATE**

(Some/Other) people say that public schools should only be available to full-time students who are enrolled in the schools.

...while...

(Some/Other) people say that public schools should allow part-time enrollment to private and home school families.

- | | | |
|----|--|-----|
| 1. | Only to full time enrolled students | 32% |
| 2. | Neither DNR | 5% |
| 3. | Both DNR | 14% |
| 4. | DK/Refused DNR | 21% |
| 5. | Part-time enrollment to private and home school families | 28% |

And now I have just a few more questions for demographic purposes only....

25. Party Registration: **PRE-CODE**

- | | | |
|----|-------------------|-----|
| 1. | Republican | 39% |
| 2. | Independent/Other | 20% |
| 3. | Democrat | 41% |

26. Would you say you are a **ROTATE** Conservative, a Moderate, or a Liberal **END ROTATION** in your political beliefs?

IF CONSERVATIVE/LIBERAL, ASK:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

- | | | |
|----|---------------------------|------------|
| | TOTAL CONSERVATIVE | 49% |
| | TOTAL LIBERAL | 22% |
| 1. | Very Conservative | 30% |
| 2. | Somewhat Conservative | 19% |
| 3. | Moderate | 23% |
| 4. | DK/Refused DNR | 6% |
| 5. | Somewhat Liberal | 11% |
| 6. | Very Liberal | 11% |

27. What is the highest level of formal education you have completed?

- 1. High school or Less 27%
- 2. Some College /Associates Degree 35%
- 3. Bachelor’s Degree 21%
- 4. Post graduate 16%
- 5. DK/Refused DNR 1%

28. Are there children in your household under the age of eighteen?

- 1. Yes 29%
- 2. DK/Refused DNR <1%
- 3. No 71%

29. And thinking back to the presidential election in November of 2020, for whom did you vote ROTATE FIRST TWO

Donald Trump, the Republican
 Joe Biden, the Democrat
 ...or...
 Someone else

- 1. Trump 54%
- 2. Someone Else 3%
- 3. Don’t Remember/Did not Vote DNR 3%
- 4. Refused DNR 3%
- 5. Biden 37%

30. Which of the following best describes your race or ethnicity?

- 1. White 66%
- 2. Hispanic, Mexican, Latino, Spanish 2%
- 3. African-American 20%
- 4. Asian <1%
- 5. Other (specify) _____ 1%
- 6. Refused DNR 11%

31. In what year were you born? **RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES**

1.	18-24	4%
2.	25-34	15%
3.	35-44	16%
4.	45-54	18%
5.	55-64	19%
6.	65-74	14%
7.	75 or over	9%
8.	Refused DNR	5%

32. Sex: **BY OBSERVATION**

1.	Male	47%
2.	Female	53%

33. Primary Election Vote History: **PRE-CODE**

1.	0 of 3	20%
2.	1 of 3	20%
3.	2 of 3	36%
4.	3 of 3	24%

34. Congressional Districts **PRE-CODE**

1.	CD 1	17%
2.	CD 2	17%
3.	CD 3	17%
4.	CD 4	17%
5.	CD 5	16%
6.	CD 6	16%

35. Media Market: **PRE-CODE**

1.	Alexandria, LA	5%
2.	Baton Rouge	17%
3.	Lafayette, LA	14%
4.	Lake Charles	4%
5.	Monroe-El Dorado	9%
6.	New Orleans	36%
7.	Shreveport	15%

36. Interview Method: PRE-CODE

- | | | |
|----|----------|-----|
| 1. | SMS | 64% |
| 2. | Landline | 36% |