

**JOB APPROVAL RATINGS FOR GOVERNOR JOHN BEL EDWARDS, US
SENATOR JOHN KENNEDY, AND US SENATOR BILL CASSIDY**

LOUISIANA



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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>

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The University of New Orleans' Survey Research Center (SRC) conducted a live interviewer telephone survey of 325 registered voters in the state of Louisiana. We asked respondents to rate the job performance of Governor John Bel Edwards. We also inquired into how respondents perceived the job performance of the state's two US Senators, John Kennedy and Bill Cassidy.

Registered voters were randomly selected for the sample from the Louisiana Secretary of State's voter file. The live interviewer telephone survey was conducted from Monday, March 28th through Friday, April 1st.¹ The sample size yields a margin of error of +/- 5.4% with 95% confidence. The sample was post-weighted to reflect the gender, age, race, and congressional district parameters of the population of registered voters in the state. The survey response rate was 7%.

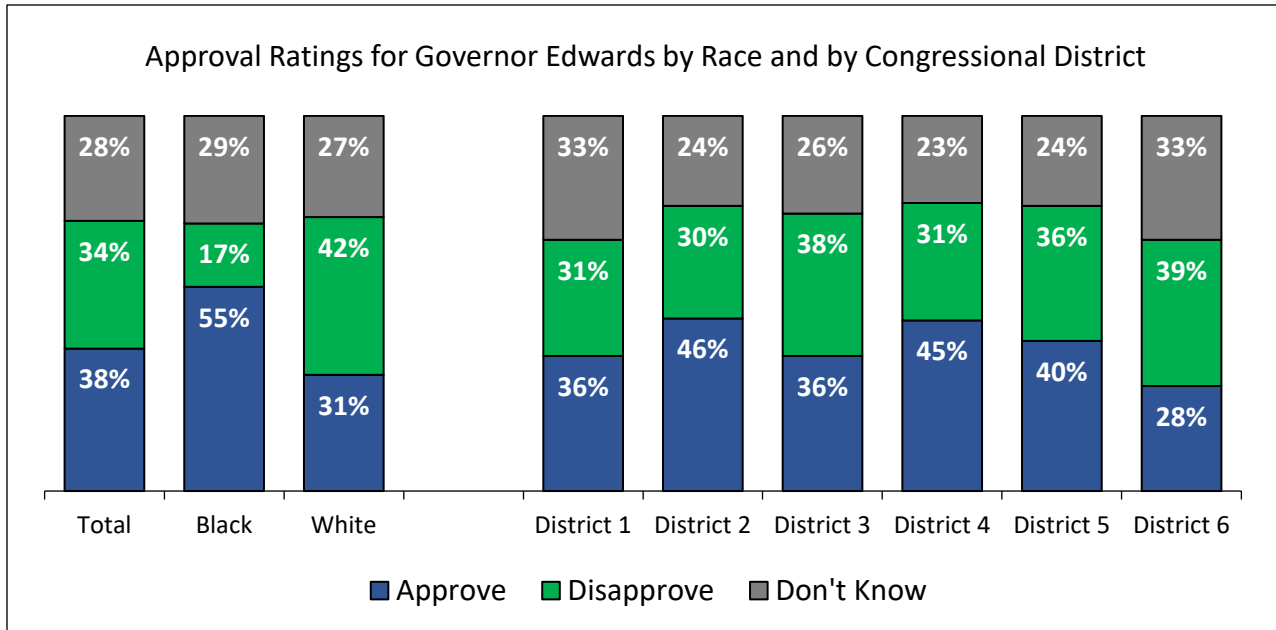
Readers should be cautious in making narrow inferences about sub-categorical cross tabulations of survey results. Sub-categorical group samples by race, age, and gender are smaller than the total sample size, thus, leading to wider margins of error when they are reported in cross tabulations.

- Less than 40% of respondents approve of Governor Edwards' job performance.
- One-third of registered voters in the state gave Senator John Kennedy a positive job approval rating.
- One-third of respondents disapprove of the job performance of Senator Bill Cassidy.

¹ We were only able to conduct interviewing on 4 out of the 5 dates due to one interviewing session being cancelled by the weather event of Wednesday, March 30th.

GOVERNOR JOHN BEL EDWARDS JOB APPROVAL

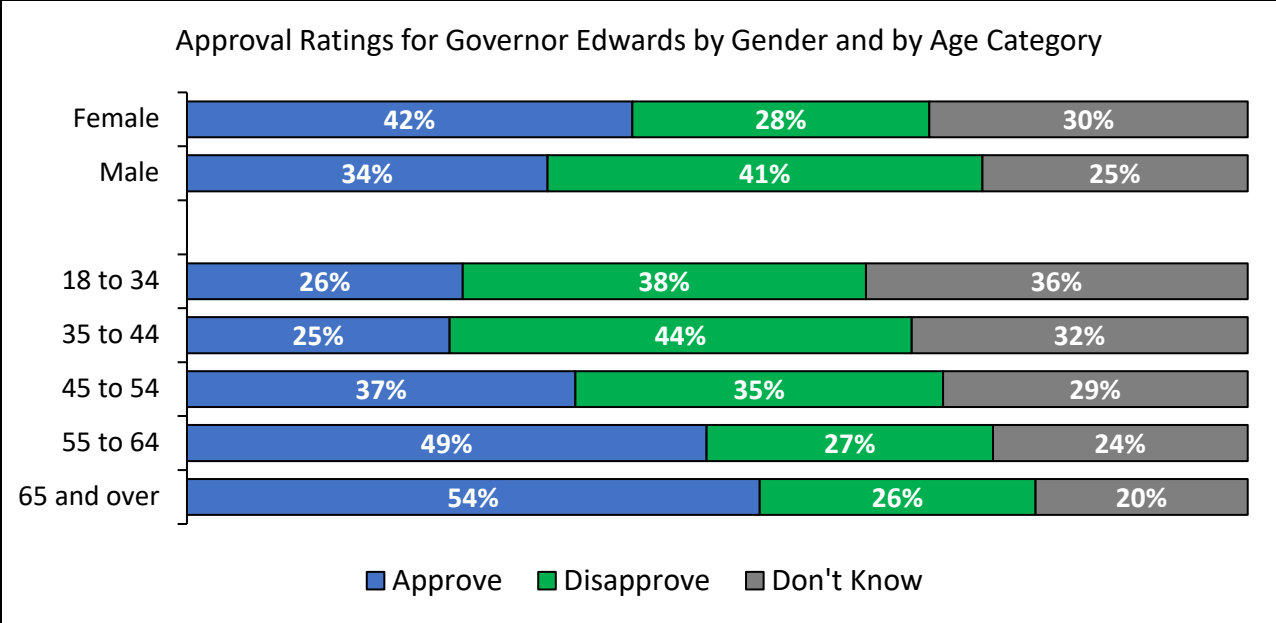
The live interviewer poll indicates that Louisiana Governor John Bel Edwards has a job approval rating of 38% while 34% disapprove of his performance in office. Another 28% of respondents did not offer an opinion. An interactive voice response (IVR) survey conducted by the UNO Survey Research Center in October



2020 found that 56% of registered voters approved of Edwards' job performance. Edwards was re-elected to office with 51.3% of the vote in November 2019.

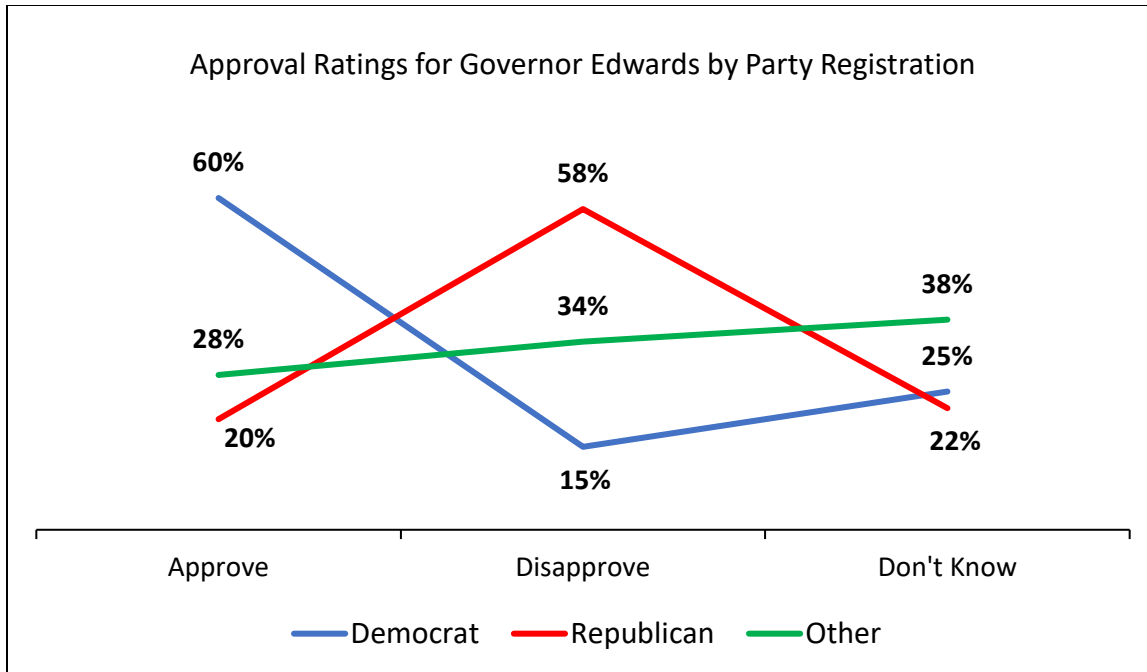
The poll indicates there is a statistically significant racial divide in opinion about the governor's performance in office. Just 31% of whites approve of Edwards compared to 55% of blacks. Whites are two-and-one-half times more likely than blacks to disapprove of his job performance.

Edwards' approval rating is higher than his disapproval rating in four of the state's six congressional districts. His approval ratings are highest in District 2 and in District 4. Registered voters in District 3 and District 6 are the most disapproving of Edwards.



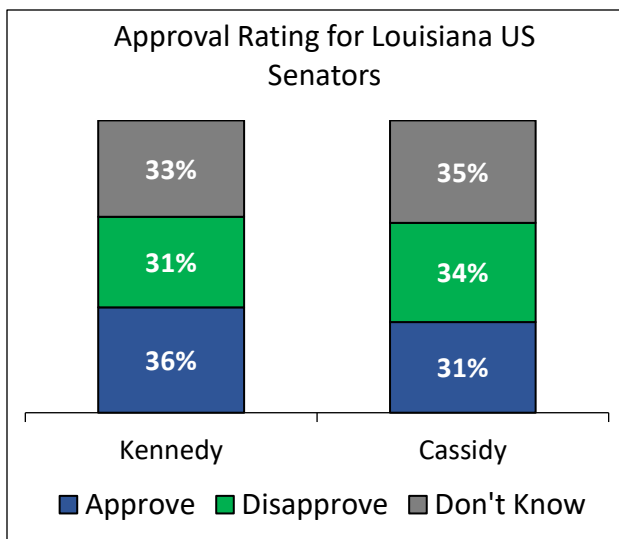
A slight gender gap is present in the governor’s approval ratings. The percentage of women who approve of the governor’s job performance is eight points higher than it is for men. On the other hand, the percentage of men who negatively evaluate the governor is thirteen points higher than it is for women.

Age appears to influence perceptions of the governor’s performance in office as the differences in approval vary across the five age cohorts. As the bar graph illustrates, as the age variable increases, positive evaluations of the governor improve. Only one quarter of young registered voters approve of Edwards, while over one-half of respondents age 55 and older give the governor a positive rating. The difference in the evaluation of the governor across the age categories is statistically significant.

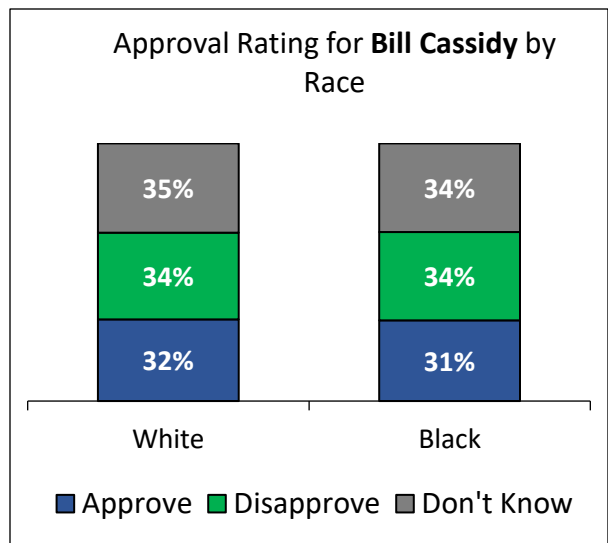
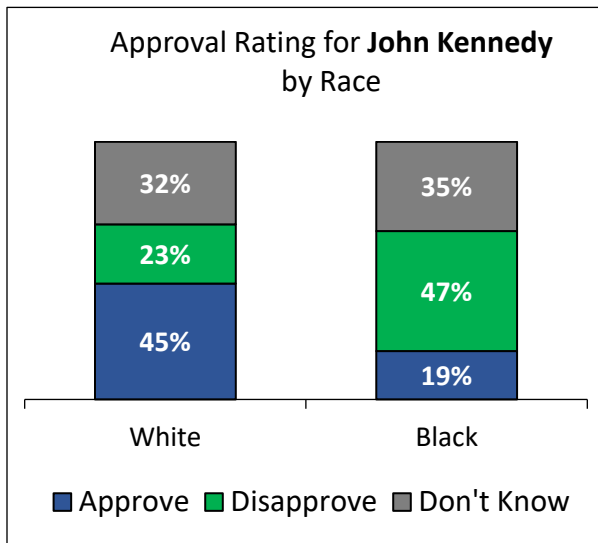


It should come as no surprise that party registration strongly influences how the Democratic governor is evaluated. Democratic and Republican registrants are diametrically opposed in how Edwards is assessed. Sixty percent of Democrats favor the Democratic incumbent while a relatively equal percentage of Republicans cast a negative light on his job performance. Other party adherents/Independents are slightly more disapproving than approving of the governor, but a plurality (38%) express no opinion.

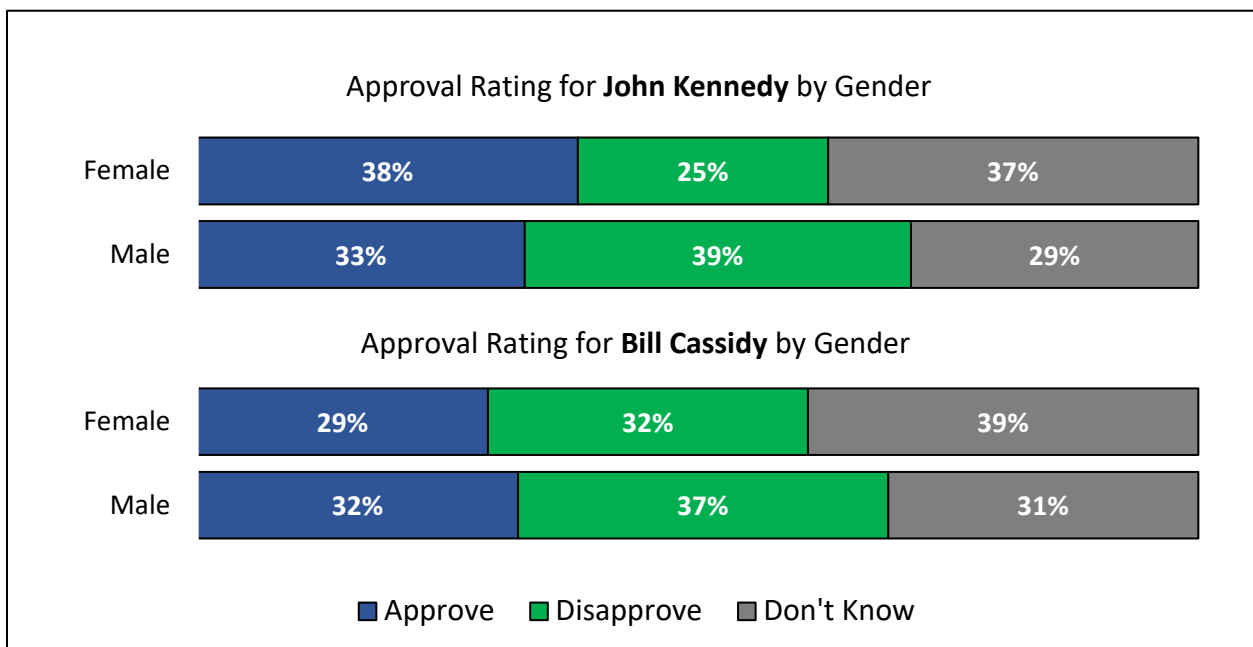
LOUISIANA UNITED STATES SENATORS JOB APPROVAL



Respondents were asked to rate the job performance of Louisiana's two United States Senators, John Kennedy and Bill Cassidy. The results indicate that opinion is relatively evenly distributed across approval, disapproval and no opinion for both senators. Respondents are just slightly more likely to approve of Kennedy than disapprove of him, while they are a touch more disapproving of Cassidy

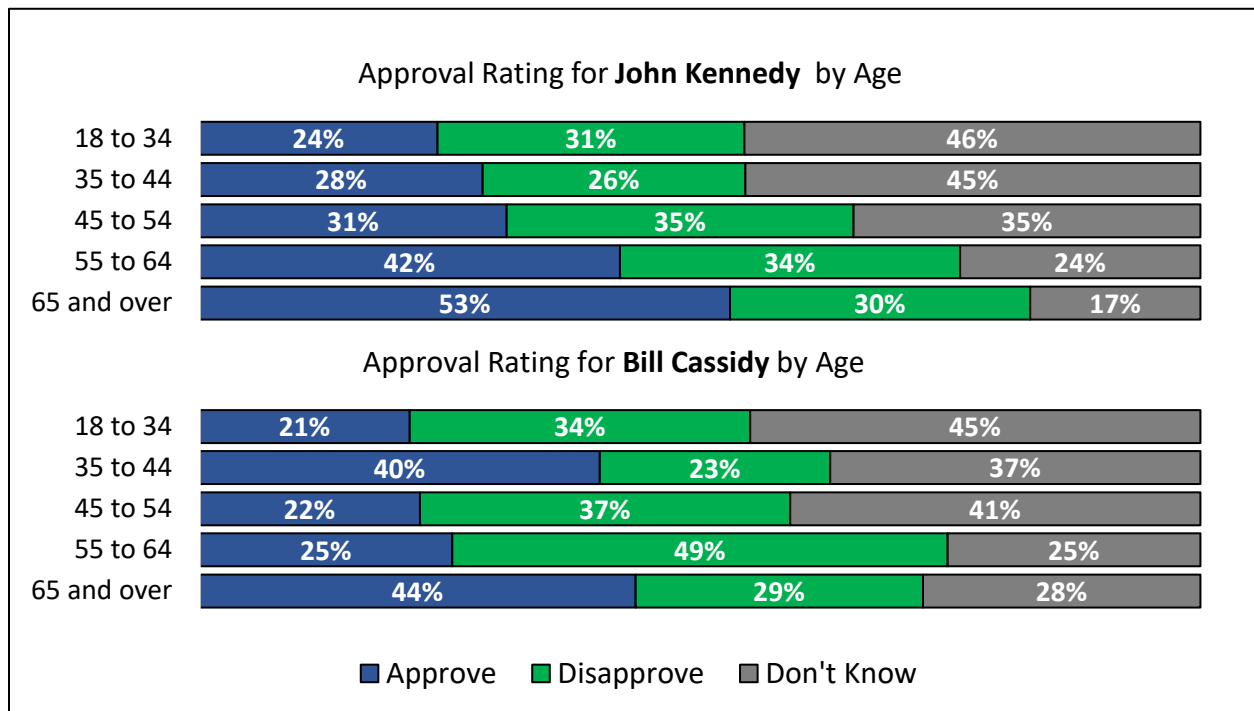


A racial divide manifests itself in the approval rating for Senator Kennedy. Whites are twice more likely than blacks to report they approve of his job performance. Conversely, the rate of disapproval expressed by blacks is double that of whites. Perceptions of Senator Cassidy’s performance in office are evenly divided for both blacks and whites. They are just as likely to say they approve as they are to disapprove or have no opinion.



There is a small gender gap of 5 percentage points in approval ratings for Kennedy. However, there is a much larger gender gap in disapproval of his job performance. Males are more disapproving of Kennedy by a margin of 14 percentage points. There is a minimal gender gap in evaluations of Senator Cassidy.

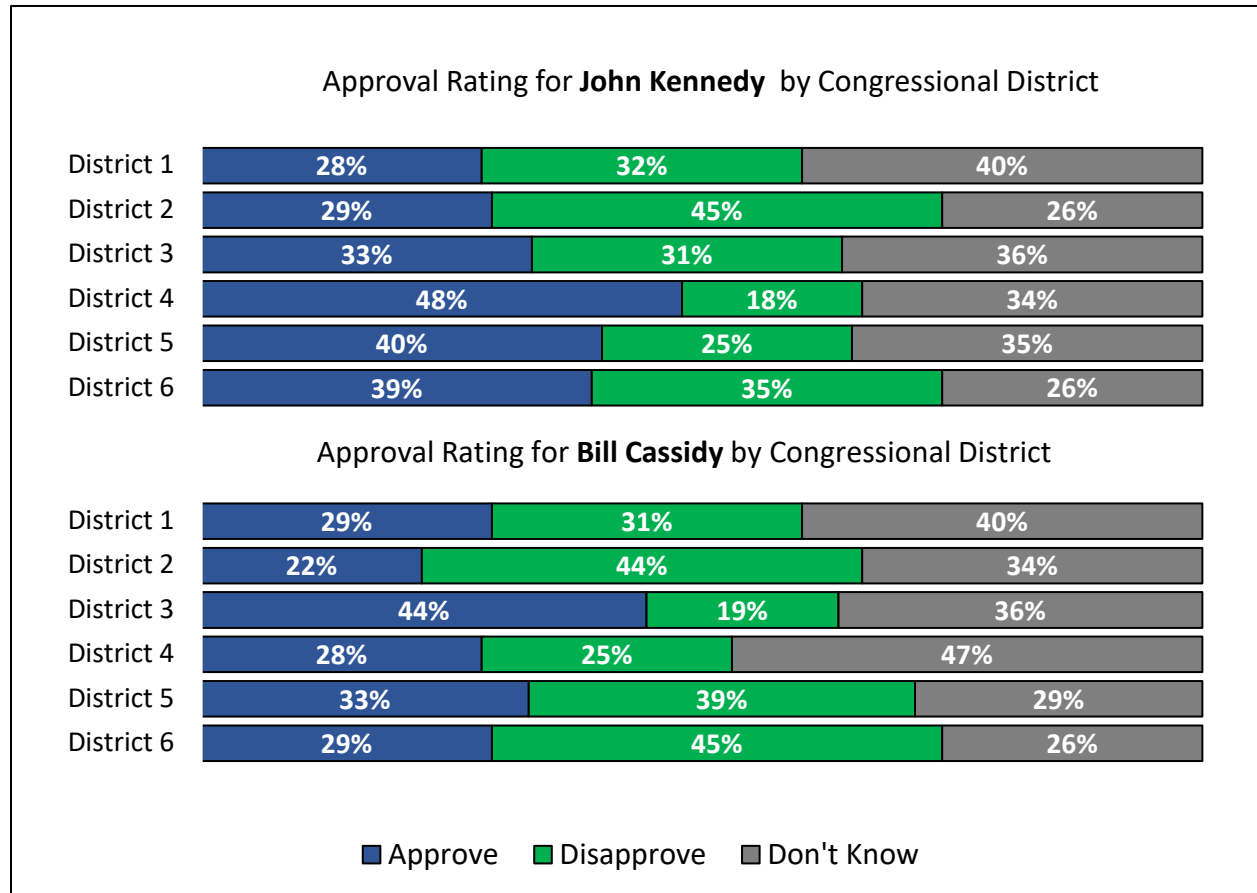
Females are more approving of Kennedy than they are of Cassidy. Among male respondents, however, there is no real difference in how the two senators are rated. Females are also more likely not to express an opinion when it came to evaluating both US senators.



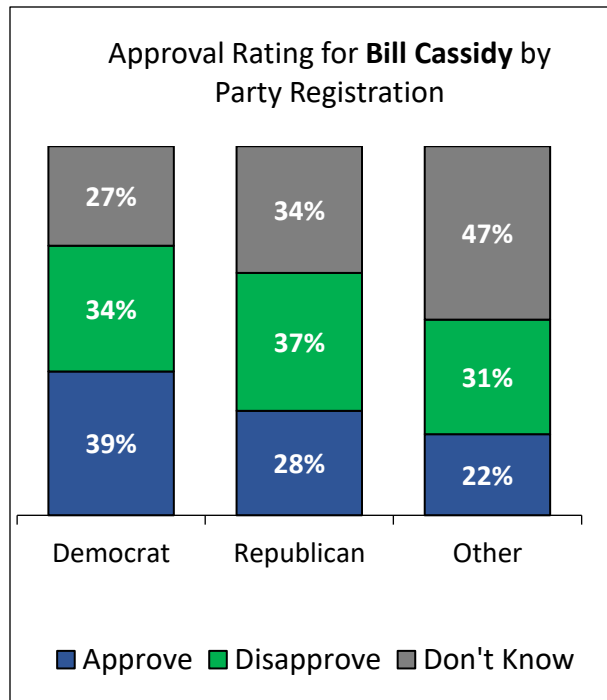
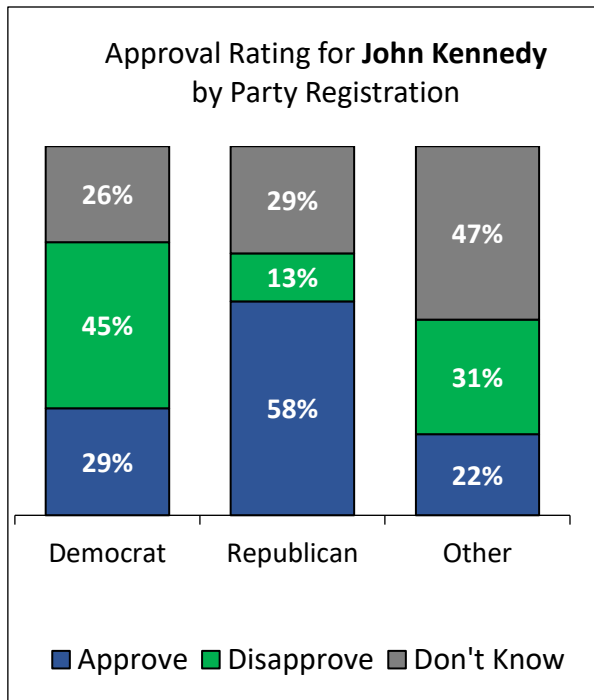
Age is a significant influence on opinion of Kennedy’s job approval. As the age of the respondent increases, Kennedy’s approval rating expands. The oldest age cohort is twice more likely than the youngest cohort to approve of Kennedy. Nearly one-half of respondents in the two youngest age cohorts reported they did not have an opinion when asked to evaluate Kennedy’s performance in office

There is no real pattern across the age categories in how Cassidy is assessed. He performs best with respondents age 35 to 44 and with those who are 65 years of age and older. His approval rating is 25% or less in the other three age categories.

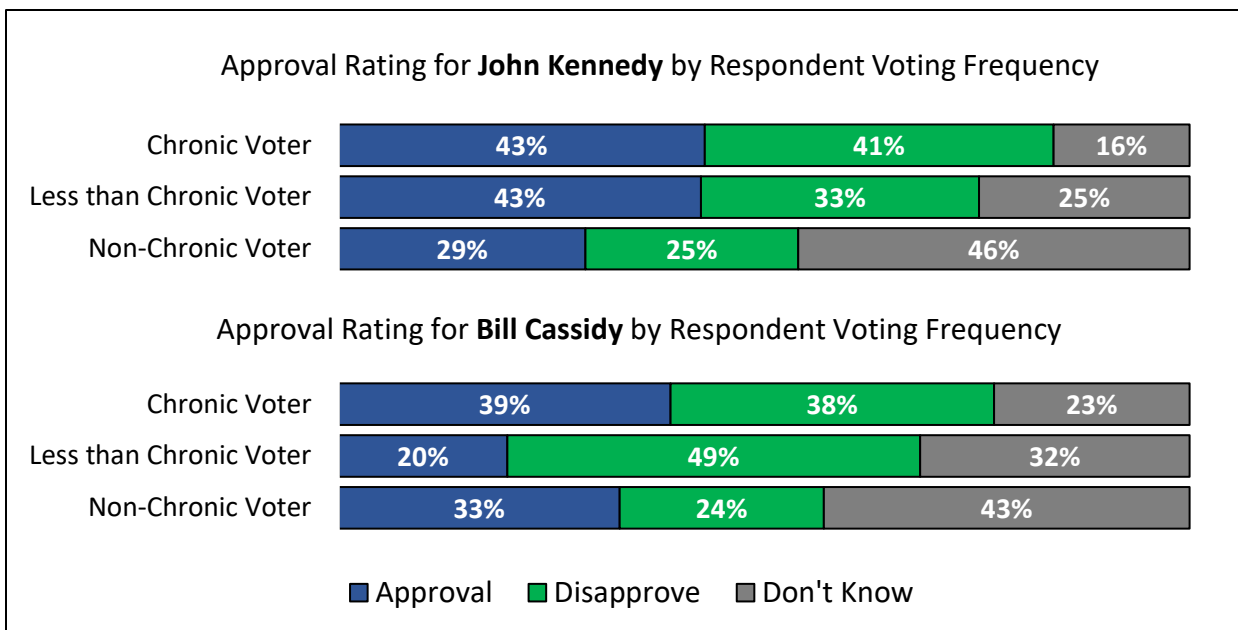
When comparing the two US senators across the age categories, Kennedy receives a more affirmative assessment from four of the five age cohorts. The 35 to 44 age cohort is the only one to rate Cassidy more positively than Kennedy. On the other hand, the 55 to 64 age cohort hold a negative view of Cassidy by a two-to-one margin.



There was a degree of variation in approval for these two candidates across the state’s six congressional districts. Kennedy is rated most positively in District 4 while District 3 is where Cassidy receives his highest rating. The two incumbents are tied in District 1 and Kennedy holds a slight advantage in the Second District. Both District 5 and District 6 awarded higher job approval ratings to Kennedy.



There are distinct patterns in approval ratings based on partisan registration. Kennedy enjoys a sizeable advantage in job approval among Republican registrants besting Cassidy by a two-to-one margin with these respondents. In fact, a higher percentage of registered Democrats approve of Cassidy than do registered Republicans. Nearly one-half of third-party adherents/Independents did not take a position on either senator when asked to evaluate their job performance.



Respondents in the survey were organized into categories based on their voting frequency in the past ten elections. Those respondents who voted at least 7 times in the past 10 elections are classified as a “chronic” voter. Those who voted 4 to 6 times in the past 10 elections are regarded as “less than chronic” voters.

Respondents with a voting frequency of 0 to 3 are labelled “non-chronic” voters.

Both Kennedy and Cassidy are rated relatively equally with chronic voters, with Kennedy holding a small advantage in approval of his job performance. There are differences among the less than chronic voter crowd. They are twice more likely to report they approve of Kennedy. They are also twice more likely to disapprove of Cassidy as to say they approve of his performance in office. As for the non-chronic voters, they had similar opinions of the two senators, with Cassidy enjoying a small advantage in approval ratings.

Appendix

Hi, this is _____, may I speak to _____ (Contact name)?
I'm calling from the University of New Orleans. We're interested in people's opinions on issues facing Louisiana.

Do you approve or disapprove of the job performance of Louisiana governor John Bel Edwards?

APPROVE
DISAPPROVE
DON'T KNOW

(ROTATE THE FOLLOWING TWO QUESTIONS)

Do you approve or disapprove of the job performance of Louisiana US Senator John Kennedy?

APPROVE
DISAPPROVE
DON'T KNOW

Do you approve or disapprove of the job performance of Louisiana US Senator Bill Cassidy?

APPROVE
DISAPPROVE
DON'T KNOW

Thank you for taking the survey.

Frequency Tables

Age Category				
	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 34	80	24.7	24.7	24.7
35 to 44	57	17.6	17.6	42.3
45 to 54	49	15.2	15.2	57.5
55 to 64	59	18.1	18.1	75.6
65+	79	24.4	24.4	100.0
Total	325	100.0	100.0	

Race				
	Frequency	Percent	Valid Percent	Cumulative Percent
White	203	62.5	62.5	62.5
Black	102	31.3	31.3	93.8
Other	20	6.2	6.2	100.0
Total	325	100.0	100.0	

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	148	45.4	45.4	45.4
Female	177	54.6	54.6	100.0
Total	325	100.0	100.0	

Congressional District				
	Frequency	Percent	Valid Percent	Cumulative Percent
District 1	58	17.9	17.9	17.9
District 2	54	16.7	16.7	34.6
District 3	53	16.3	16.3	50.9
District 4	51	15.6	15.6	66.4
District 5	52	16.1	16.1	82.5
District 6	57	17.5	17.5	100.0
Total	325	100.0	100.0	