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COUNCIL FOR A BETTER LOUISIANA

VOTER EXPECTATIONS HIGH FOR NEW GOVERNOR **CITIZENS LOOKING FOR STRONG LEADERSHIP**

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FOR IMMEDIATE RELEASE

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(Baton Rouge, LA) – Louisiana voters have high expectations of Governor-elect Blanco, they are looking for strong and effective leadership, and they want to see Louisiana’s problems addressed with a sense of urgency.

Those are among the findings of a new statewide survey of registered voters conducted for the Council for A Better Louisiana. The questions were posed to voters November 17-18, immediately following the 2003 general election.

During this period before she takes office, voters are expressing a considerable degree of confidence in Governor-elect Blanco and the success she could have in improving Louisiana. Sixty-four percent of those surveyed say they have high expectations that she will be able to move Louisiana forward, compared to 32% who don’t.

To succeed at that she will have to work closely with the Legislature to move her programs forward, and voters overwhelmingly believe she can. Seventy-five percent say they have high expectations she will be able to work effectively with lawmakers, compared to 22% who disagree. This indicates that despite the relative closeness of the election, Governor-elect Blanco enjoys a significant amount of goodwill from voters.

Success will also require leadership and voters have ideas about the key leadership skills they are looking for in the new governor. First on the list is someone who is honest and trustworthy, which is no surprise for the state’s chief executive. Beyond that they want someone who will provide strong leadership, offer a vision for the future and get things done. Voters feel it is less important that the governor share their personal values or represent their personal interests.

“I think this survey shows that voters have high expectations for Governor-elect Blanco, and that they believe she is definitely up to the task of governing our state,” said Barry Erwin, CABL President. “At the same time they are looking for strong leadership that will be effective. They’re saying they don’t have to agree with her on every issue, but

they do want her to get the job done in moving the state forward. From CABL's perspective this is a very encouraging sign."

The survey also indicates that voters believe there is a lot of work left to be done, and it needs to be approached with some sense of urgency. When asked about where Louisiana stands right now, most voters feel like the state has made progress, but they are not satisfied with the current situation.

?? 7% of voters agree with the statement: "We have made many major reforms and changes, and Louisiana is much better off than it was eight years ago."

?? 46% believe: "We've made some positive reforms and changes, but we need to build on those and others to continue to make progress over the long haul. We're better off than we were eight years ago."

?? 30% say: "We have made few meaningful reforms or changes and it is still pretty much the same as it was eight years ago."

?? 15% think: "Whatever we have been doing over the last eight years hasn't worked. We're worse off than we were before."

From CABL's perspective, this is an important message from voters. Fifty-three percent acknowledge that Louisiana has made progress over the last eight years of the Foster administration and they believe things in Louisiana are better off than they were before. Most of those still believe there is additional work to do. But when you add that to those who have seen no progress and those who believe things have gotten worse, you find that fully 91% of voters are still looking for more improvement. This suggests a continued sense of urgency among voters for action.

This is clear in voter reactions to another statement about progress. Voters are just about evenly divided when asked whether they agreed or disagreed with this relatively strong statement: "This decade represents Louisiana's last best chance to make progress or we will fall so far behind we will never catch up."

Forty-nine percent agreed with the statement and 50% disagreed. Interestingly, fully a third of voters strongly agreed.

"What this says is that half of the voters in Louisiana believe the clock is ticking, and if we don't move forcefully to continue to address our most serious problems, it will be too late," Erwin said. "This is a powerful statement, and when you couple it with some of the other responses from voters, the message is clear: Do it with honesty and integrity, but do what it takes to get the job done."

It is CABL's view that Louisiana actually has made some meaningful reforms in recent years, particularly in the area of education. Observers outside of the state have to a large degree validated that these reforms are positive and they position us for progress.

Unfortunately, the results of many of these reforms are not the kind that can typically be seen overnight, and this creates something of a gap. Voters are looking for results that, to some degree, they still haven't seen. CABL believes one of the top priorities of the new administration must be not only to continue and build upon successful reforms, but also to work diligently to communicate with citizens so that they fully understand the initiatives being undertaken and where they stand.

This helps build voter confidence and in the long run can make it easier for state leaders to address difficult issues.

The poll questioned 600 registered voters of whom 497 voted in the November 15 general election and 103 did not vote. It was conducted November 17-18, 2003 by Wirthlin Worldwide. It has a margin of error of +/- 4%.

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PERSONAL/CONFIDENTIAL

WIRTHLIN WORLDWIDE

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CABL 2003 POST ELECTION

Project #: 03-8451

Field Dates: November 17-18, 2003

Respondents: 600 registered voters in Louisiana

Margin of Error: +/- 4.0% in 95 out of 100 cases

1. Looking back over the last eight years since Governor Foster took over, how do you see Louisiana and state government now in terms of progress or lack of progress on important issues. Just tell me which one of the following statements best describes how you feel...**READ AND ROTATE TOP TO BOTTOM AND BOTTOM TO TOP**

- 7% We have made many major reforms and changes, and Louisiana is much better off than it was eight years ago.
- 46% We've made some positive reforms and changes, but we need to build on those and others to continue to make progress over the long haul. We're better off than we were eight years ago.
- 30% We have made few meaningful reforms or changes and it is still pretty much the same as it was eight years ago.
- 15% Whatever we have been doing over the last eight years hasn't worked. We're worse off than we were before.
- 2% Don't Know/Refused

2A. What kind of expectation do you have that the new Governor can move Louisiana forward... **[READ AND ROTATE TOP TO BOTTOM AND BOTTOM TO TOP]**

- 64% TOTAL EXPECT**
- 29% High expectations
- 35% Somewhat high expectations
- 32% TOTAL NOT EXPECT**
- 21% Not very high expectations
- 12% Low expectations
- 4% Don't Know/Refused

2B. What kind of expectation do you have that the new Governor will be able to effectively work with the state legislature... **[READ AND ROTATE TOP TO BOTTOM AND BOTTOM TO TOP]**

75% TOTAL EXPECT
 40% High expectations
 35% Somewhat high expectations
22% TOTAL NOT EXPECT
 13% Not very high expectations
 9% Low expectations
 3% Don't Know/Refused

3. I am now going to read you a list of traits some people have told us are important for the new Governor to have. For each one, please tell me how important that trait is for the new governor to have. Let's use a 1 to 10 scale where 1 means NOT AT ALL IMPORTANT and 10 means EXTREMELY IMPORTANT. You may use any number between 1 and 10...[RANDOMIZE]

A. Is honest and trustworthy
 66% -10
 8% -9
 14% (7-8)
 7% (5-6)
 4% (1-4)
 8.9 Mean

E. Shares my values
 37% -10
 9% -9
 28% (7-8)
 17% (5-6)
 9% (1-4)
 7.8 Mean

B. Has a vision for the future
 62% -10
 9% -9
 18% (7-8)
 7% (5-6)
 5% (1-4)
 8.8 Mean

F. Cares about people like me
 52% -10
 9% -9
 19% (7-8)
 13% (5-6)
 8% (1-4)
 8.3 Mean

C. Can get things done
 59% -10
 9% -9
 18% (7-8)
 9% (5-6)
 5% (1-4)
 8.7 Mean

G. Provides strong leadership
 63% -10
 8% -9
 17% (7-8)
 7% (5-6)
 5% (1-4)
 8.8 Mean

D. Represents my interests
 37% -10
 6% -9
 30% (7-8)
 17% (5-6)
 9% (1-4)
 7.8 Mean

H. Is consistent on the issues
 48% -10
 10% -9
 24% (7-8)
 11% (5-6)
 7% (1-4)
 8.3 Mean

I.	Provides innovative ideas and solutions to problems	
		46% -10
		10% -9
		25% (7-8)
		12% (5-6)
		7% (1-4)
		8.3 Mean

SUMMARY TABLE OF MEANS

8.9	A. Is honest and trustworthy
8.8	G. Provides strong leadership
8.8	B. Has a vision for the future
8.7	C. Can get things done
8.3	H. Is consistent on the issues
8.3	F. Cares about people like me
8.3	I. Provides innovative ideas and solutions to problems
7.8	E. Shares my values
7.8	D. Represents my interests

4. Please tell me whether you agree or disagree with this statement. This decade represents Louisiana's last best chance to make progress or we will fall so far behind we will never catch up. (And is that strongly agree/disagree, or somewhat?)

49%	TOTAL AGREE
33%	Strongly agree
16%	Somewhat agree
50%	TOTAL DISAGREE
23%	Somewhat disagree
27%	Strongly disagree
1%	Don't Know/Refused

Now, I have just a few final questions for statistical purposes only and then we will be finished...

5. What is your age, please?

8%	18 - 24
5%	25 - 29
7%	30 - 34
10%	35 - 39
8%	40 - 44
14%	45 - 49
10%	50 - 54
11%	55 - 59
8%	60 - 64
5%	65 - 69
7%	70 - 74
6%	75 and older
1%	Don't Know/Refused

6. Are you currently registered to vote as a Republican, a Democrat, a Independent, or something else?

23%	Republican
57%	Democrat
14%	Independent
2%	Other
4%	Don't Know/Refused

7. What is the last grade of formal education you completed?

9%	Less than high school
28%	High school graduate
3%	Technical/Vocational
23%	Some college

27% College graduate
10% Post-graduate

8. What is your main racial heritage.... **(READ LIST)**

29% Black American or African-American
66% Caucasian
1% Hispanic
1% Asian
1% American Indian
1% Other
1% Don't Know/Refused

9. REGION [CHECK QUOTAS]

11% Northwest
11% Northeast
6% Central
16% Cajun SW
9% Cajun SE
16% Baton Rouge
20% New Orleans Metro
11% Orleans