

## **Edgewater Research | My People Vote® survey of registered voters in Orleans Parish finds approval rating for Mayor LaToya Cantrell above 50%**



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NEW ORLEANS, LA –Edgewater Research teamed up with My People Vote® to conduct a poll that gauges the job approval level for New Orleans Mayor LaToya Cantrell.

The survey of 441 registered voters in Orleans Parish Louisiana voters with a 4.6% margin of error reveals that a majority of respondents approve of the job Mayor Cantrell is doing. The mayor has a 53% approval rating while 42% disapprove of her job performance and 5% are undecided. The survey finds gender, racial, partisan, geographical, and age category cleavages among registered voters in how the mayor is evaluated.

The survey also asked respondents whether they would vote to re-elect Cantrell if the election were held today. Fifty percent of survey respondents favor re-electing her, 44% would vote against her, and 6% are undecided.

Find a link to survey at: [www.MyPeople123.com](http://www.MyPeople123.com)

<https://static1.squarespace.com/static/57d99b3bb8a79b0b52cbadfd/t/5e49e275b9127d456aef5f0d/1581900406123/2020+Cantrell+Approval.pdf>

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## EDGEWATER RESEARCH | MY PEOPLE VOTE®

### 2020 SURVEY OF REGISTERED VOTERS IN ORLEANS PARISH

New Orleans Mayor LaToya Cantrell has recently found herself immersed in controversy. There is the public's frustration over the perceived lack of urgency in dealing with the Hard Rock Hotel situation and concern over her personal tax troubles with the IRS. Given the current state of affairs, an interactive voice response telephone survey (IVR)<sup>1</sup> was conducted that asked 441 registered voters in Orleans Parish to evaluate the Mayor Cantrell's performance in office and also asked whether they would vote for her if an election were held today. The survey was conducted on February 10<sup>th</sup> and 11<sup>th</sup>, 2020 and yields a margin of error of +/- 4.6% at a confidence level of 95%.

The poll was conducted by pollsters Dr. Edward Chervenak of Edgewater Research LLC and Tony Licciardi of My People Vote®. Dr. Chervenak is a 20-year veteran pollster of the University of Orleans Survey Research Center (SRC). Licciardi served as a graduate research assistant in UNO's SRC as a doctoral student and he is the developer of the My People Vote® campaign canvassing app.

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<sup>1</sup> IVR surveys, also known as "robo-polls" employ an automated, recorded voice to call respondents who are asked to answer questions by punching telephone keys. Advantages of IVR surveys include their low cost, the almost immediate collection of data, and the simple and convenient processing of data. They also reduce interviewer bias to zero by eliminating the live human interviewer. Every survey respondent hears the same question read the same way.

When conducting IVR surveys, pollsters must not rely on all details of a call list. They cannot assume that the details of the person in the file will match the individual who picks up the call. Demographic categories of race, age, gender, and political party identification must be self-reported by the respondent to ensure a valid and accurate analysis.

Ideally, the sample of respondents should reflect the population of interest. Unfortunately, this is usually not the case. One of the problems with telephone surveys is non-response since some people may screen their calls or hang-up when called. This may cause some groups to be over- or under-represented.

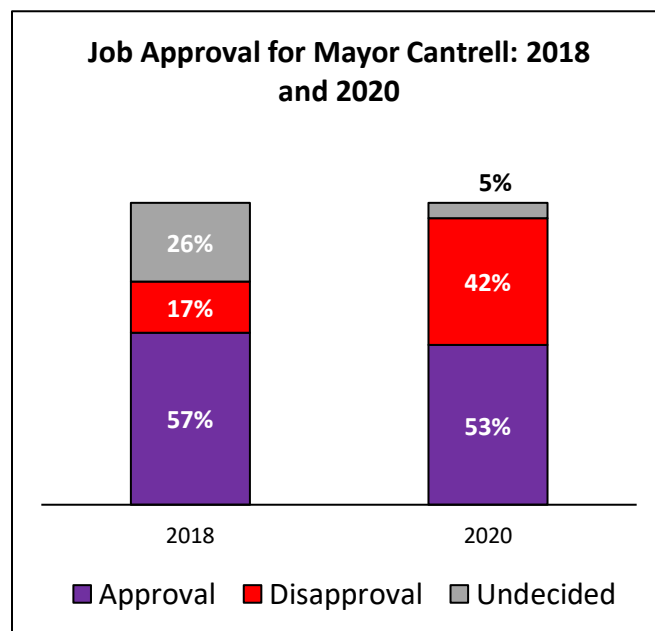
Because IVR surveying is prohibited by FCC rules from calling cell phone numbers, only VOIP and home phone numbers can be called. The growing trend of minority and younger households without land lines can result in a coverage error. Residents who are cell phone only who would be eligible to participate are excluded from IVR polls, unless they answer the survey from a home telephone in another home. As such, no reliable conclusions can be drawn from the observed survey data unless the sample has been post-weighted to correct for the lack of representativeness. It is imperative that survey analysts accurately post weight the cases to reflect the demographics of the population of interest. In this instance this sample was post-weighted to reflect gender, age, racial, and regional parameters of the population of registered voters in Orleans Parish.

## NEW ORLEANS MAYOR JOB APPROVAL

New Orleans Mayor LaToya Cantrell enjoys a 53% job approval rating. However, that is lower than the 57% approval rating she received in the 2018 Quality of Life Survey conducted by the University of New Orleans Survey Research Center.<sup>2</sup> Cantrell was elected to office with 60% of the vote in November 2017.

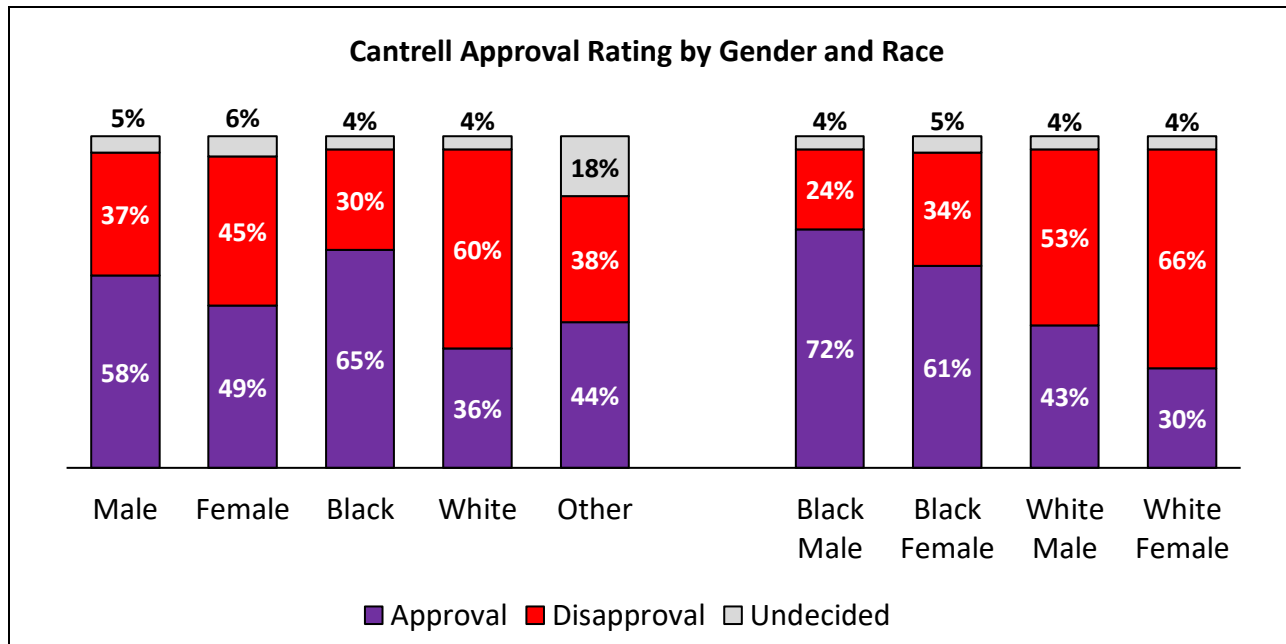
### Job Approval for Mayor LaToya Cantrell

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	234	53.1	53.1	53.1
	Disapprove	184	41.8	41.8	94.9
	DK	23	5.1	5.1	100.0
	Total	441	100.0	100.0	



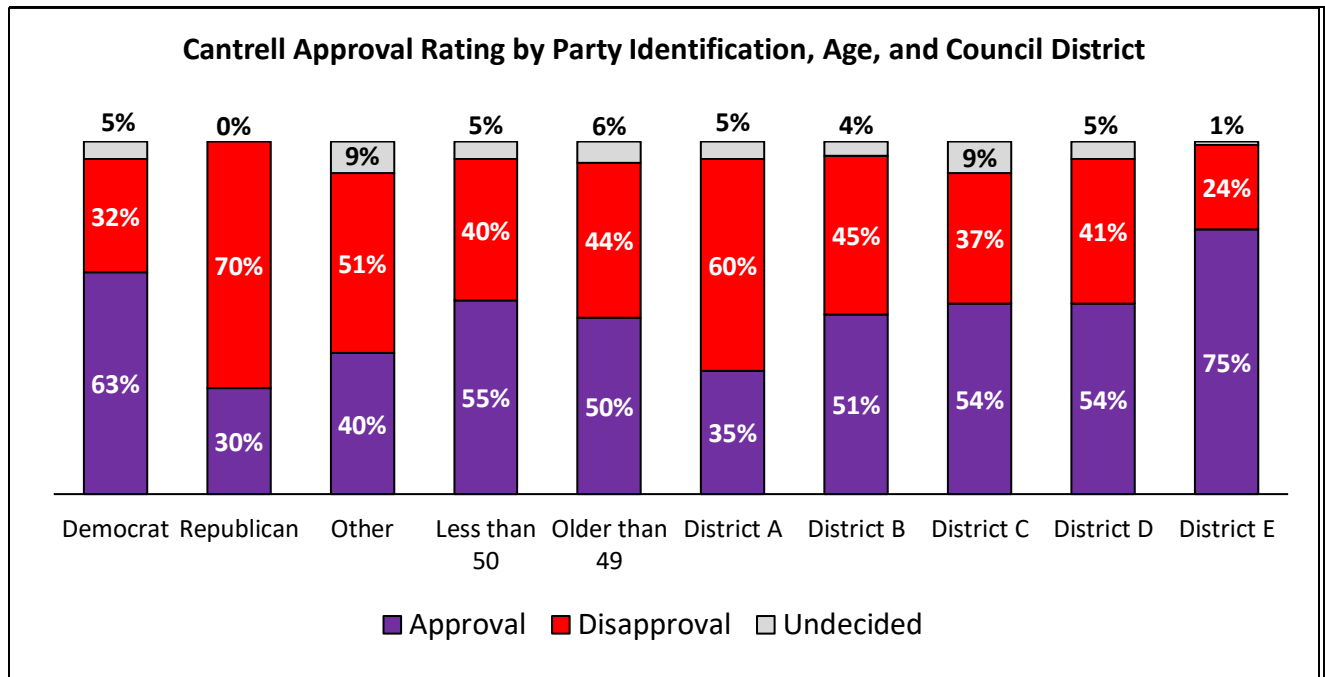
While the mayor's approval rating is down slightly from two years ago, the most dramatic change across the two polls was found in the level of disapproval being reported by respondents. While less than 20% said they disapproved of the mayor's job performance in 2018, over 40% in the most recent poll expressed their displeasure with her performance. The other big change was in the undecided category. In 2018, one fourth of respondents did not offer an opinion on how Cantrell was doing as mayor, most likely because she had not been in office long enough for them to form an opinion. Nearly two years into her term, only 5% remain undecided on how they feel about the mayor's performance in office.

<sup>2</sup> University of New Orleans Survey Research Center. *2018 Quality of Life Survey: Orleans and Jefferson Parish*. (November 2018)



A gender gap exists in the mayor's approval rating. Women are less likely than men to say they approve of Cantrell's job performance. The gender gap holds even after controlling for respondents' race. Black males are more approving of the mayor than are black females by a double-digit margin. There is also a double-digit gap between white males and females when evaluating Cantrell. White females are especially critical of the mayor with two-thirds of them objecting to her performance in office.

There is also a racial divide in how the mayor is evaluated. Cantrell fares especially well with African-American registered voters with two-thirds of them giving her positive marks. Conversely, 60% of whites are unhappy with Cantrell's tenure in office. Non-black minority respondents are more approving than disapproving but nearly one-in-five did not offer an opinion when asked about the mayor.



Partisanship shapes attitudes towards the mayor. Most Democrats are happy with the job Mayor Cantrell is doing, while Republicans are overwhelmingly negative in their assessment of her performance as the city's chief executive.

There is not a great deal of variance by age when it comes to appraising the mayor. Younger respondents are slightly more positive about the mayor than are older registered voters.

The survey reveals a regional divergence in how the mayor is evaluated. Respondents from District A are mostly negative in their evaluation of Cantrell while three-fourths of District E respondents credit her for doing a good job. The mayor also receives a positive rating from most respondents living in District B, District C, and District D.

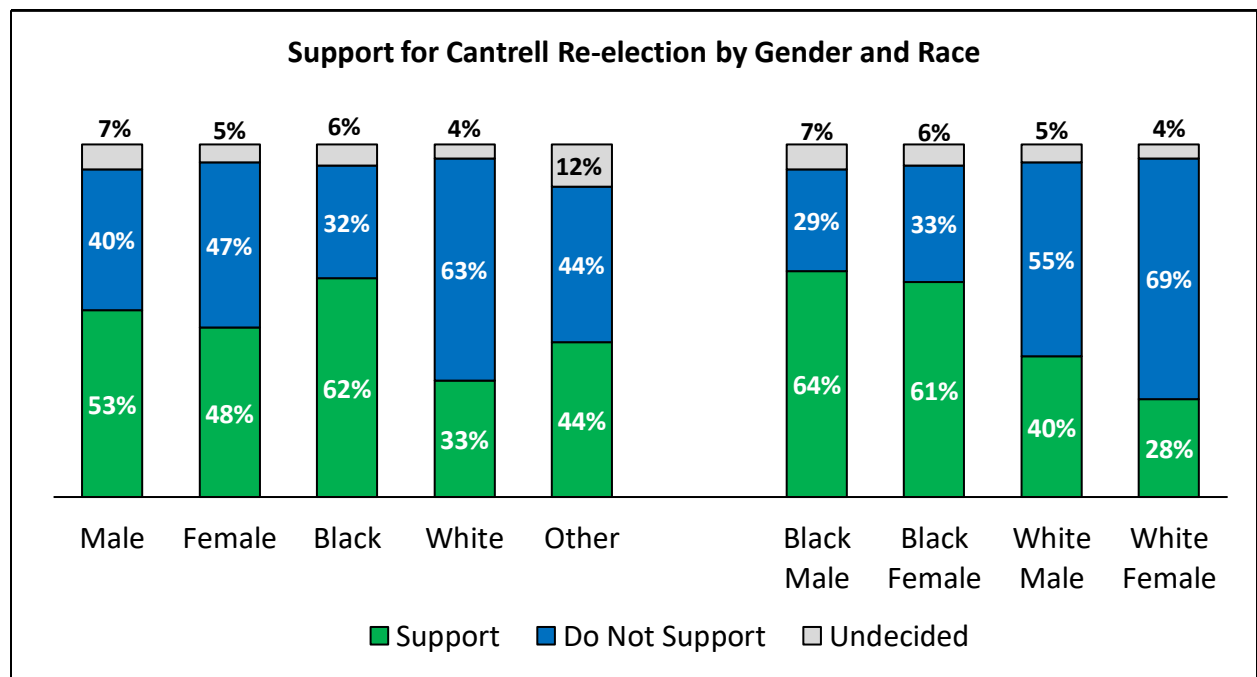
## CANTRELL RE-ELECTION

In this section we examine the response to the question of whether the survey participants would vote to re-elect the mayor if the election was being held today. For the purpose of this poll the electoral focus is exclusively on Mayor Cantrell.

To our knowledge no one has publicly expressed an interest in challenging the mayor. One caveat with the vote support question is that it does not offer an alternative candidate challenging the mayor in an election. In this situation, respondents tend to default to their "ideal candidate" since they are not being asked to take into consideration an actual tangible challenger to Cantrell. Nonetheless, we believe we can learn something about the support for the mayor. As we move closer to the election and challengers emerge and voters make comparisons, we will get a better sense of the electoral support for Cantrell.

		Re-elect Cantrell			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	222	50.3	50.3	50.3
	No	193	43.8	43.8	94.0
	DK	26	6.0	6.0	100.0
	Total	441	100.0	100.0	

The mayor received only tepid support when respondents were asked if they would vote for her if an election was being held today. Fifty percent replied that they would support her, while 44% responded they would not vote for her, and 6% were not sure. The margin of difference between the percentage who would cast a ballot for her and the percentage who would not is within the margin of error for the poll. Statistically speaking, the respondents in this poll are split on this question.



A slight gender gap was found on the notion of voting for Cantrell. Men are more willing than women to vote for Cantrell. While most men replied they would support the mayor in an election, women were basically split down the middle.

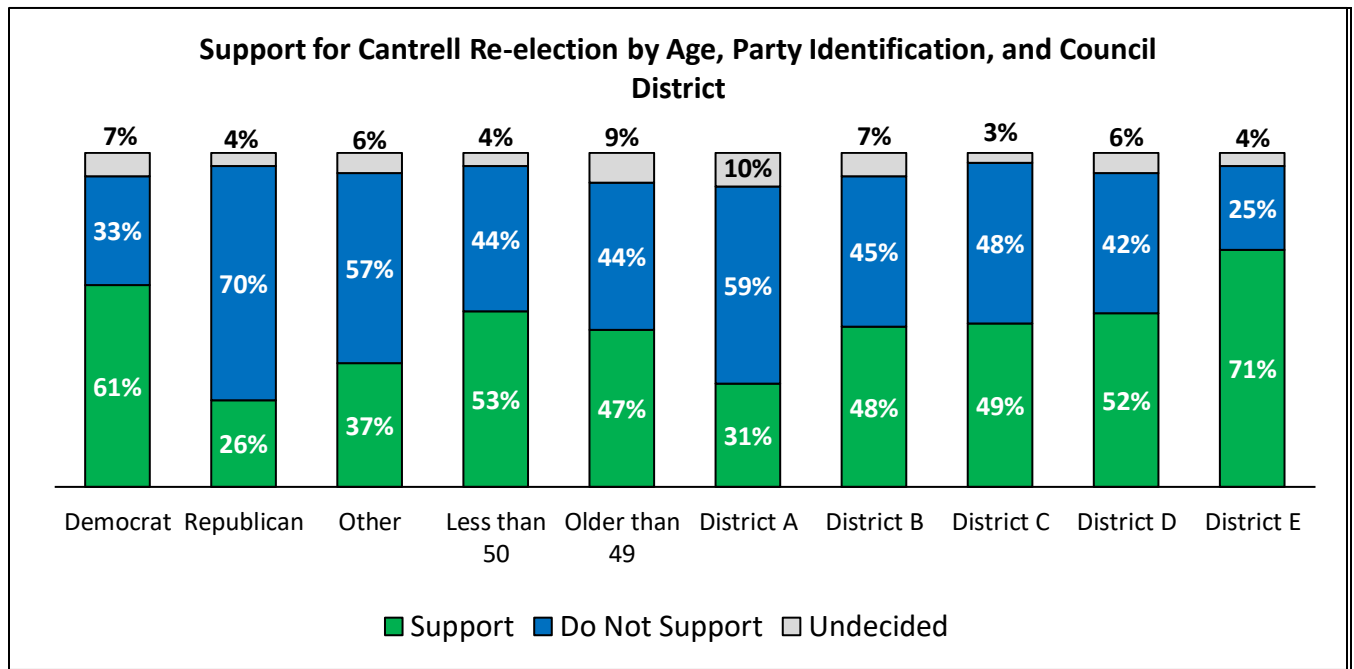
African-Americans and whites differ considerably in the decision to vote for the mayor. As the graph illustrates, the two racial groups are diametrically opposed on the question of voting for Cantrell. Sixty-two percent of African-Americans are in favor of re-electing her while 63 percent of whites take the opposite view. Non-black minorities are as likely to say they would vote for Cantrell as to say they would not.

Black males are the most supportive group for the mayor and African-American females are close behind. Most white males (55%) answered they would not vote for the mayor today and white females are overwhelmingly against the idea of voting for Cantrell.

Demographic Category	Approve	Vote Support	Difference
Male	58%	53%	-5%
Female	49%	48%	-1%
Black	65%	62%	-3%
White	36%	33%	-3%
Black Male	72%	64%	-8%
Black Female	61%	61%	-
White Male	43%	40%	-3%
White Female	30%	28%	-2%
<i>Average Difference</i>			-3%

The table above provides a glimpse on how the various demographic categories differ in their expression of approval for Mayor Cantrell and in their willingness to vote for her if an election were held today. It indicates that in 7 of the 8 demographic categories, respondents are less willing to vote for Cantrell than to say they approve of her job performance. On average, respondents were 3 percentage points less likely to say they would support Cantrell compared to how they evaluate her in office. Most surprisingly, the biggest drop off is with African-American males. While they overwhelmingly give the mayor positive marks for her job performance, they express less enthusiasm about voting for her.

Saying you approve or disapprove of an officeholder is not the same as saying you would vote for them. One is an attitudinal variable while the other is a behavior, a concrete action. We assume that people behave according to their attitudes. However, attitudes and behavior are not always perfectly aligned. People may support a candidate or political party and yet fail to show up and vote.



Partisanship influences how one views voting for Mayor Cantrell. It comes as no surprise that Democrats are largely in favor of supporting the mayor. Republicans, on the other hand, are overwhelmingly opposed to voting for Cantrell. Younger respondents are more likely to report they would vote for her. Older registered voters are divided on the idea with nearly 10 percent undecided.

Regionally speaking, there is a degree of variance. Respondents in District A, by a two-to-one margin, are opposed to voting for Cantrell. Respondents in District B and in District C are divided on the question of whether they would vote for Cantrell if an election was held today. She receives majority support from respondents in District D. The most supportive area of the city for the mayor is District E. Respondents from that district, by a nearly three-to-one margin, say they would vote for Cantrell.

Demographic Category	Approve	Vote Support	Difference
Democrat	63%	61%	-2%
Republican	30%	26%	-4%
Other Party	40%	37%	-3%
Less than 50	55%	53%	-2%
Older than 49	50%	47%	-3%
District A	35%	31%	-4%
District B	51%	48%	-3%
District C	54%	49%	-5%
District D	54%	52%	-2%
District E	75%	71%	-4%
<i>Average Difference</i>			-3%



Just as we found in the table above, vote support is lower than approval levels across the various categories. On average, answering that one would vote for Cantrell was three percentage points lower than for expressing approval for her job performance.

#### SURVEY INSTRUMENT

- "Do you approve or disapprove of the job that mayor Latoya Cantrell is doing. Press 1 for approve. Press 2 for disapprove. Press 3 if you don't know.

-"Would you vote to re-elect Mayor Latoya Cantrell if the election was today? Press 1 for yes. Press 2 for no. Press 3 for don't know.

-If you are male press 1. If you are female press 2

-If you are younger than 50 press 1. If you are older than 49 press 2.

-If you are black press 1, white press 2, something else press 3.

-If you think of yourself as a Democrat press 1, a Republican press 2, something else press 3.

Thank you for taking the survey."

## FREQUENCY TABLES FOR REGISTERED VOTERS IN ORLEANS PARISH

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	190	43.0	43.0	43.0
	Female	252	57.0	57.0	100.0
	Total	441	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50	245	55.6	55.6	55.6
	Older than 49	196	44.4	44.4	100.0
	Total	441	100.0	100.0	

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	247	56.0	56.0	56.0
	White	161	36.4	36.4	92.4
	Other Race	33	7.6	7.6	100.0
	Total	441	100.0	100.0	

**Political Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	276	62.5	62.5	62.5
	Republican	57	12.8	12.8	75.3
	Other Race	109	24.7	24.7	100.0
	Total	441	100.0	100.0	

		Council District			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	District A	91	20.7	20.7	20.7
	District B	91	20.6	20.6	41.3
	District C	79	17.9	17.9	59.2
	District D	96	21.8	21.8	81.0
	District E	84	19.0	19.0	100.0
	Total	441	100.0	100.0	