

Are New Orleans Celebrities “Good” Voters?

Drew Brees’ Voting Behavior and His Political Future in Louisiana

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What makes a voter a “good” voter? Some of us use words like: habitual, likely, chronic, and frequent to describe “good” voter behavior. Good or bad voter behavior can be summed up in an objective rating number based upon a voter’s voting record in consecutive or specific types of elections. Political analysts will typically rate voters from 0 to 5, 0 to 10, or 0 to 100.

A voter rating number transcends other demographic indicators of race, age, sex, party, income, and education, as being a key indicator that someone will likely vote. It is based entirely upon an individual’s voting behavior (their voting history). Statisticians and political scientists understand the ecological fallacy error of making assumptions about individuals based upon group behavior. Experienced political strategists use voters’ ratings to target “good” voters rather than using a shotgun approach on general demographics.

A zero to ten rating scale is common for rating voters. In Louisiana, only 1.2% of registered voters have voted in ten of the past ten statewide elections, from November 2015 to November 2020. Voters rated “0” make up the largest rating group at 20.4%. Forty-nine percent of Louisiana voters are rated three to ten while 51% are rated zero to two.

Typical Louisiana gubernatorial election turnout, in competitive elections (elections resulting in a runoff), is about 50% of registered voters. US presidential elections customarily turnout 68% of registered Louisiana voters.

Louisiana voter data are public records and can be purchased from the Louisiana Secretary of State. Compilations of these records are called voter files. They include names, addresses, and the voting histories of each voter. There is no information about what someone voted on or who they voted for, only that the voter presented themselves to vote in a particular election.

While New Orleans has been described as a town where “everyone is a celebrity,” there are several local and national celebrities who are registered to vote in the city, from Al Scramuzza of Seafood City fame to Drew Brees, NFL Saints QB.

For the purposes of this article, we will look at local celebrities as well as those nationally recognized and their voting behavior (voting record). The table below shows demographic voter information, including individual voter ratings of New Orleans celebrities. The voter ratings are calculated using a November 17, 2020 Louisiana Secretary of State voter file of each voter’s participation in the past ten statewide elections. The list is in an order from the lowest rated voters to the highest rated voters.

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NAME	PARTY	RATING	LAST VOTED	NOTORIETY
Drew Brees	OTHER/NO PARTY	1	11/3/2020	NATIONAL
Solange Knowles	OTHER/NO PARTY	1	11/3/2020	NATIONAL
Elisha “Archie” Manning	OTHER PARTY	2	11/3/2020	NATIONAL
James “Ragin’ Cajun” Carville	DEMOCRAT	2	11/3/2020	NATIONAL
Mary Matalin	OTHER/NO PARTY	2	11/3/2020	NATIONAL
Kermit Ruffins	DEMOCRAT	3	11/3/2020	NATIONAL
Freddie “Big Freedia” Ross, Jr	DEMOCRAT	3	11/3/2020	LOCAL
Troy “Trombone Shorty” Andrews	DEMOCRAT	3	11/3/2020	NATIONAL
John Goodman	DEMOCRAT	4	11/3/2020	NATIONAL
Morris Bart III	DEMOCRAT	6	11/3/2020	LOCAL
Albert “Al’ Scramuzza	DEMOCRAT	8	11/3/2020	LOCAL
Ronald “Ronnie” Lamarque	REPUBLICAN	8	11/3/2020	LOCAL
Gayle Benson	REPUBLICAN	8	11/3/2020	NATIONAL
Ralph Brennan	DEMOCRAT	9	11/3/2020	LOCAL

New Orleanians may find some of these celebrity voters, their political parties, and their ratings to be surprising. Until this year, Drew Brees had been a registered Republican since January 14, 2014 with a “0” voter rating. Most statewide Louisiana elections are held in the fall, when Brees is otherwise occupied crisscrossing the country as an NFL quarterback with the New Orleans Saints.

Drew Brees has been found in the political crosshairs of both progressive and conservative interest groups and media, as a result of his public positions and public support of special interest groups and their issues e.g. Black Lives Matter and Focus on The Family.

Brees appeared in a public service announcement video promoting the Veterans First Business Initiative with LA Governor John Bel Edwards (D) last year (2019) in the midst of a gubernatorial election season. This summer, Brees and President Donald Trump (R) became crosswise in a social media skirmish about Brees’ position(s) on NFL players kneeling for the National Anthem and the Black Lives Matter movement.



DREW & BRITANNY BREES INSTAGRAM PIC

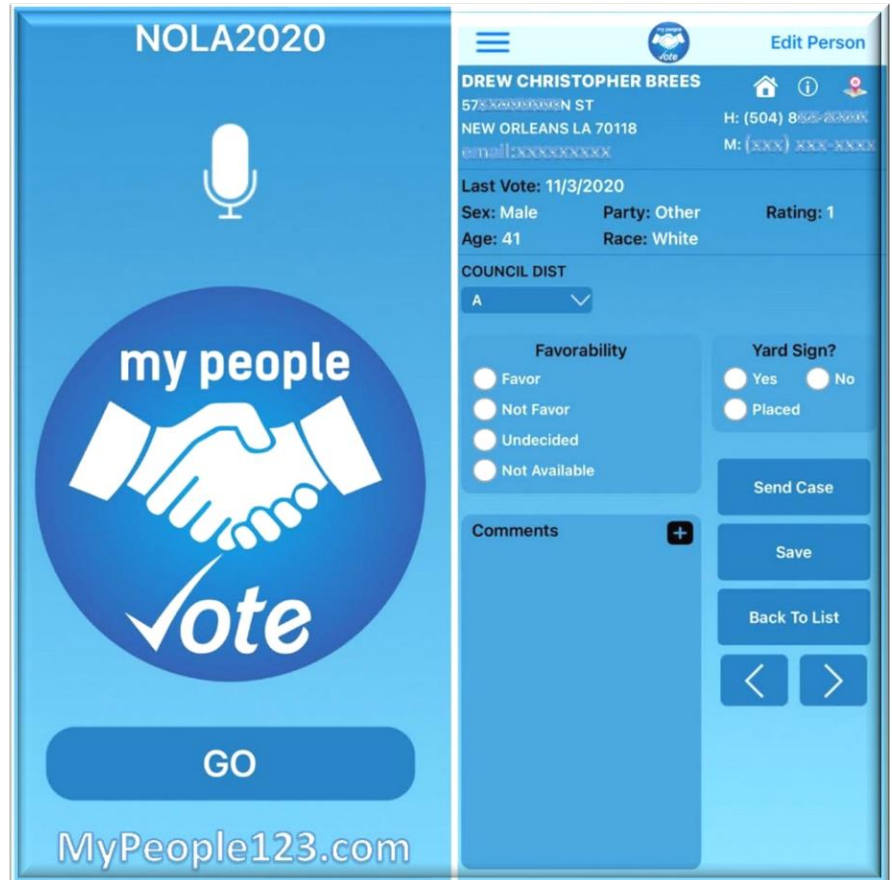
Is it possible that Brees’ change of political party registration and his sudden interest to vote in the November 3, 2020 presidential election had anything to do with his presidential social media sparring? Brees even became an activist in voter mobilization by posting a voting message with his picture on Instagram this fall, as he early voted with his wife.

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In a February 5, 2011 Reuters article, Drew Brees said that he could pursue a career in politics once his playing career is over. Here we are, almost a decade later. Brees is out of the game with injuries, but not retired. He’s been mobilized to the voting booth for the first time since he became a registered voter in Louisiana in 2014. Brees has a new political party...or...no party? Will the lack of partisanship help him or hurt him if he enters the political arena? What can he possibly run for, win, and be effective at; governor, US senator, mayor of New Orleans? Empirical election data tells us that non-partisan voters, while growing in registration numbers, show up to vote at only a fraction of the rate that their partisan counterparts do.

Time will tell if Brees is interested in a political career in Louisiana and how viable he will be as a no-partisan on the ballot?



DREW BRES’ VOTER RECORD IN THE MY PEOPLE VOTE™ MOBILE APP.

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