

TOLLING IS A DOUBLE TAX ON CITIZENS.

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Calcasieu and Jefferson Davis Parish Voters Tolling Opinions *(with additional details & notes)*

SURVEY BACKGROUND: Survey of Likely General Election Voters
(Calcasieu, Jefferson Davis Parish) March 1 – 2, 2022 | Sample Size 205 | $\pm 6.71\%$
(See below: Demographics of Sample)

SUMMARY & FINDINGS:

1.) Voters in Calcasieu and Jefferson Davis parish hold an unfavorable view of tolls.

- Voters are opposed to tolling in general as well as tolling the new Calcasieu Bridge in particular.

2.) Voters don't want to toll the new Calcasieu Bridge.

- Opposition to tolling the bridge is strongest among voters under 65 years of age, Republicans, and Independents.

3.) When given a message suggesting that tolling was the only way to fund the new bridge, respondents were split with their support of tolling following the statement.

4.) After being exposed to positive and negative messages on tolling the Calcasieu Bridge, voters were still opposed to tolling the new bridge.

- Opinions on tolls are firmly engrained as opposition remains steady after messaging.
- The largest increases in opposition were among seniors, liberals, and high-propensity voters.

5.) Voters were less likely to vote for a candidate who supports tolling.

- In fact, all voter groups except self-identified liberals are less likely to support a candidate who wants to toll the bridge.

FINDINGS #1:

Voters in Calcasieu and Jefferson Davis parish hold an unfavorable view of tolls.

Question Asked: Tolling is the practice of charging money for the use of something, typically infrastructure like roads and bridges. Do you have a favorable or unfavorable opinion of tolling?

Tolls are particularly unpopular with voters under age 65, Republicans, Independents, white voters, lower and upper-income earners, higher-income earners, high-propensity voters, and in Calcasieu Parish

Of those surveyed – 52.4 percent of voters have some form of unfavorable view of tolling, while only 38.6 percent of voters view it positively.

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Additional details:

- 65 percent of self-identified independent voters view it unfavorably.
- 54 percent of those between the ages of 18 - 34, 59 percent between the ages of 35 – 49, and 58 percent of those between the ages of 50 -64 view tolls unfavorably.
- 55 percent of those with incomes below \$49,000, 48 percent of those earning between \$50,000 – 99,000 annually, and 60 percent of those making over \$100,000 view tolls unfavorably

FINDINGS #2:

Voters don't want to toll the new Calcasieu Bridge.

Question Asked: Do you support or oppose tolling the new Calcasieu bridge?

Opposition is highest among men, voters aged 35-64, Republicans, Independents, high-income earners, low-propensity voters, and in Calcasieu Parish.

Of those surveyed – 48.8 percent of voters opposed the tolling of the Calcasieu Bridge, while only 34.8 percent of voters supported it.

Additional details:

- 50 percent of Calcasieu Parish residents opposed the tolling of the Calcasieu Bridge
- 55 percent of self-identified Republican voters opposed the toll on the I-10 bridge
- 46 percent of those between the ages of 18 - 34, 65 percent between the ages of 35 – 49, and 54 percent of those between the ages of 50 - 64 did not support a toll of the bridge.
- 67 percent of those making over \$100,000 opposed the tolling proposal

FINDINGS #3:

When asked if voters were given a message suggesting that tolling was the only way to fund the new bridge, respondents were split with their support of tolling following the statement.

Statement Provided: Tolling is the only way the state can afford to build the new bridge.

This message split voters, with only 34 percent of all respondents being more likely to support tolling, and 34.3 percent being less likely.

- Key Takeaway: Of the identified 34.3 percent who were less likely to support tolling, 24.8 percent felt strongly and were “much less likely” to support tolling.

Additional details:

- Of those that were less likely to support tolling following this message, 48 percent were between the ages of 18 – 34 and 42 percent were age 35 – 49.

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FINDINGS #4:

After being exposed to positive and negative messages on tolling the Calcasieu Bridge, voters were still opposed to tolling the new bridge.

Question Asked: With what you know now, do you support or oppose tolling the new Calcasieu bridge?

The voters most opposed are men, people aged 35-64, Republicans, people without a college degree, and high-income earners.

Overall, while some opinions slightly moved voters still largely opposed tolling. With 48.6 percent of respondents continued to oppose the tolling of the bridge and only 37.3 percent supporting the toll.

- Key Takeaway: Of the identified 37.3 percent who overall opposed the toll, 37.2 percent were “strongly opposed” to it.

Additional details:

- The largest increases in opposition were among seniors and high-propensity voters.
- 49 percent of Calcasieu Parish residents and 45 of Jefferson Davis Parish residents opposed the tolling of the Calcasieu Bridge
- 56 percent of self-identified Republican voters and 49 percent of self-identified independent voters opposed the toll on the I-10 bridge
- 61 percent between the ages of 35 – 49, and 54 percent of those between the ages of 50 - 64 did not support a toll of the bridge.
- 61 percent of those making over \$100,000 opposed the tolling proposal
- 50 percent of opponents did not have a secondary or college education, while 41 percent did

FINDINGS #5:

Voters were less likely to vote for a candidate who supports tolling.

Question Asked: Would you be more or less likely to vote for a candidate who supports tolling the new bridge?

Results found Republicans, Democrats, and Independents along with both white and black voters are less likely to support the pro-tolling candidate.

Of those surveyed – 49.7 percent of respondents said they would be less likely to vote for a “pro-tolling” candidate. Only 18.2 percent of voters said they would be more likely to vote for a candidate who supports tolling.

- Key Takeaway: Of the identified 49.7 percent who were not likely to vote for a candidate who supported a toll on the new Calcasieu Bridge, 35 percent were “much less likely” in their opinion to vote for pro-toll candidates.

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Additional details:

- 49 percent of Calcasieu Parish residents and 55 of Jefferson Davis Parish residents were overall less likely to vote for candidates who supported the new Calcasieu Bridge toll.
- 59 percent of self-identified Republican voters and 4 percent of self-identified independent voters were less likely to support “pro-tolling” candidates
- 51 percent between the ages of 35 – 49, and 54 percent of those between the ages of 50 - 64 were also less likely to vote for candidates who supported the toll.
- 46 percent of those with incomes below \$49,000, 50 percent of those earning between \$50,000 – \$99,000 annually, and 53 percent of those making over \$100,000 suggested they were not likely to vote for “pro-tolling” candidates
- 51 percent of African American voters and 50 percent of white voters were less likely to vote for candidates who supported the bridge toll

Demographics of Sample:

- **Sex:** 55.3 percent female, 44.7 percent male
- **Geography/Parish:** 83.8 percent Calcasieu, 16.2 percent Jefferson Davis
- **Partisanship:** 42.9 percent republican, 38.1 percent democratic, 14.5 percent independent
- **Age Range:** 15.3 percent age 18 – 34; 19.5 percent age 35 – 49; 27.6 percent age 50 – 64; 37.6 percent age 65 +
- **Ideology:** 26.9 percent “very conservative;” 29.9 percent “somewhat conservative;” 24.5 percent “moderate;” 6.5 percent “somewhat liberal;” 5.2 percent “very liberal;”
- **Household Income:** 29.4 percent under \$49,000, 44.2 percent between \$50,000 - \$99,000, 23.7 percent over \$100,000
- **Race:** 70.7 percent white, 20.5 percent African American, 1.2 percent Hispanic, 3.5 percent “other”
- **Past Election Voting:** 13.8 percent voted in 1 of past 4 elections; 12.3 percent voted in 2 of past 4 elections; 19.2 percent voted in 3 of past 4 elections; 53.9 percent voted in 4 of past 4 elections.

For more information on the Calcasieu River Bridge toll, information on tolling or to sign up for updates, visit www.tollsaredoubletax.com.

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