

A Study of the Economic Impact of the Deepwater Horizon Oil Spill



March 25, 2011

- Part One – Fisheries
- Part Two – Moratoria
- **Part Three – Public Perception**

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Executive Summary

Greater New Orleans, Inc. (GNO, Inc.) is pleased to present this study, the third and final component of our Economic Impact Series examining the effects of the Deepwater Horizon Oil Spill on the economies of Southeast Louisiana. This study combines many research processes including telephone public opinion polls, online surveys with targeted decision makers, in-depth interviews and media content analysis. Collectively this research serves as a platform on which to build a regional strategy to bolster the dynamic Louisiana brand.

As the regional economic development organization, GNO, Inc. has focused this study on major economic drivers in the state and the region. This includes two parts: national demand for Louisiana seafood and tourism; and business location selection including workforce availability. This document is intended to be used in combination with the numerous existing studies on the changes in tourism post-disaster, specifically relating to Hurricane Katrina and the Deepwater Horizon Oil Spill.

Generally, voters in major media markets have favorable views of the state and region. Interestingly, opinions have become more favorable following Hurricane Katrina and the Deepwater Horizon Oil Spill. Although half of voters in the largest media markets say their opinions of New Orleans and Louisiana are unchanged since Hurricane Katrina, those who do express a change in opinion are positive by nearly two-to-one.

Section I—Seafood and Tourism

The Deepwater Horizon Oil Spill's biggest impact on public perception is on views of seafood safety and overall demand for these products. Increasing numbers of people in major media markets are asking about the location of origin of seafood in restaurants and compared to before the Oil Spill have much lower opinions of this product.

- National restaurant owners reported that in 2006, 33.4% of their customers asked about seafood location of origin “always” or “often”, following the Oil Spill this percentage rose to 68.8%.
- Restaurant customers were generally positive towards LA Seafood in 2006 (73.3% held favorable opinions). Following the Oil Spill 50% held *unfavorable* opinions.
- National voters have a greater positive association with the term “Louisiana Seafood” than “Gulf Seafood.”

Section II—Business and Workforce

Business site selectors are likely to recommend Louisiana as a business location to those in the Energy/Oil/Gas industries and Green/Sustainable industries. While there is still improvement to be made, specifically in the Digital/Creative Media and Bio-Medical industries, the business climate in Louisiana is generally perceived as becoming “more business friendly.”

- The most significant deterrents which prevent site selectors from recommending Louisiana as a business location include: hurricane/flood zone location, geographical proximity, and workforce availability.
- 81.8% of national business site selectors believe Louisiana is becoming more business friendly.

A good job opportunity is the top motivator for voters who would consider moving from their current locations. Louisiana is generally perceived to have the same or fewer job opportunities than the rest of the country. This represents a significant perception gap that information about lower-than-national-average unemployment rates and expanding industries could mitigate.

- 27% of national voters believe there are fewer job opportunities in Louisiana when compared to other states. Only 11% believe there are more.

Considering the results of this study, GNO, Inc. recommends a comprehensive, fully funded regional marketing campaign highlighting the business case and quality of life benefits of Southeast Louisiana. While current efforts, such as driving earned media and the new GNOi smart phone application are important, only a multi-million dollar marketing effort can have the reach and breadth to broadly affect attitudes.

Background

The tragic Deepwater Horizon Oil Rig explosion on April 20, 2010 triggered not only the largest oil spill in U.S. history but also critical scrutiny of the oil industry and regulatory bodies, as well as examinations of coastal economies and social dynamics. This document is the third component of GNO, Inc.'s Economic Impact Series building on Part I: Fisheries and Part II: Moratoria. GNO, Inc. embarked on this research process while the Deepwater Horizon Oil Spill was still flowing. Hurricane Katrina has taught us the importance of timely, appropriate research, and GNO, Inc. has conducted ongoing research on the Oil Spill since August 2010.¹

While this series was prompted by the Deepwater Horizon Oil Spill and—to a large extent—focuses on these specific effects, this research project has allowed us greater insight into the complexities of coastal economies dating back to before Hurricane Katrina. Part I focuses on the fishing industry along the Louisiana coast and includes the results of focus groups conducted with 75 fisherfolks. These results have guided GNO, Inc.'s work in workforce development and training, as well as providing us with timely information about the ongoing needs of coastal communities.

Part I: Fisheries

(Release date: October 15, 2010)

While comprehensive data is still widely unavailable, this study presents a timely overview of the oil spill's composition and location at the time of publication; the approximate financial impact of the spill on commercial fishing revenues; an economic analysis that

takes into account these losses as well as claims payments and employment offerings from BP; and, finally, qualitative data from multiple focus groups. Economic impact in this study is based on assumptions about the direct ecological effects of the Oil Spill as known to us nearly six months after the Deepwater Horizon Oil Rig explosion. Louisiana has always been a state that relies on the ocean's bounty for sustenance and income; prior to the Oil Spill, it provided the U.S. with 30% of its domestic seafood. The Oil Spill has dramatically affected the supply of Louisiana seafood due to water closures and industry wariness of the environmental effects of the crude oil and dispersants used in clean-up. This study is available for download at www.gnoinc.org and www.coastalvitality.org.

Projected Impact Scenarios for Revenue Losses in Louisiana Commercial Fisheries

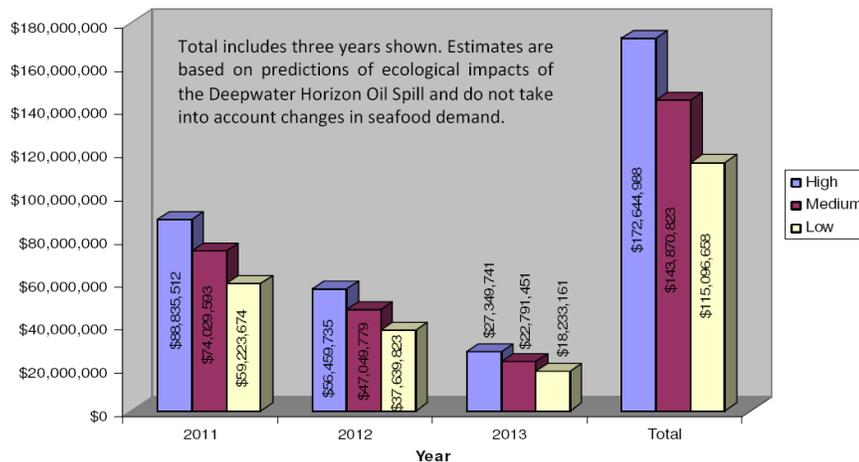


Figure 1. Projected losses resulting from the ecological impacts of the spilled oil.

¹ For the sake of simplicity, the term "Oil Spill" will be used throughout this document to refer to the 2010 Deepwater Horizon Oil Spill.

Part II: Moratoria

(Release date: January 13, 2011)

This study examines the current and projected economic impacts of the Federal Deepwater Drilling Moratorium and the de facto shallow water drilling moratorium's impacts on coastal communities as a result of dramatically decreased numbers of approved drilling permits. Specific focus is on the status and future of small businesses that support the oil and gas industry which have suffered greatly. This research also examines unemployment numbers along the Louisiana coast, which do not reflect predictions and fears that many people would lose their jobs. Through interviews with business owners and non-profit service providers, this document provides qualitative data to explain the depth of losses which are not reflected in quantitative information.

Since October 2010, GNO, Inc. has released the Gulf Permit Index (GPI) which documents the number of deepwater and shallow water permits issued on a bi-weekly basis. This documentation shows that the number of deep water drilling permits currently issued is well below the historical average despite the federal deepwater drilling moratorium having been lifted (see Figure 2).

GPI as of March 1, 2011

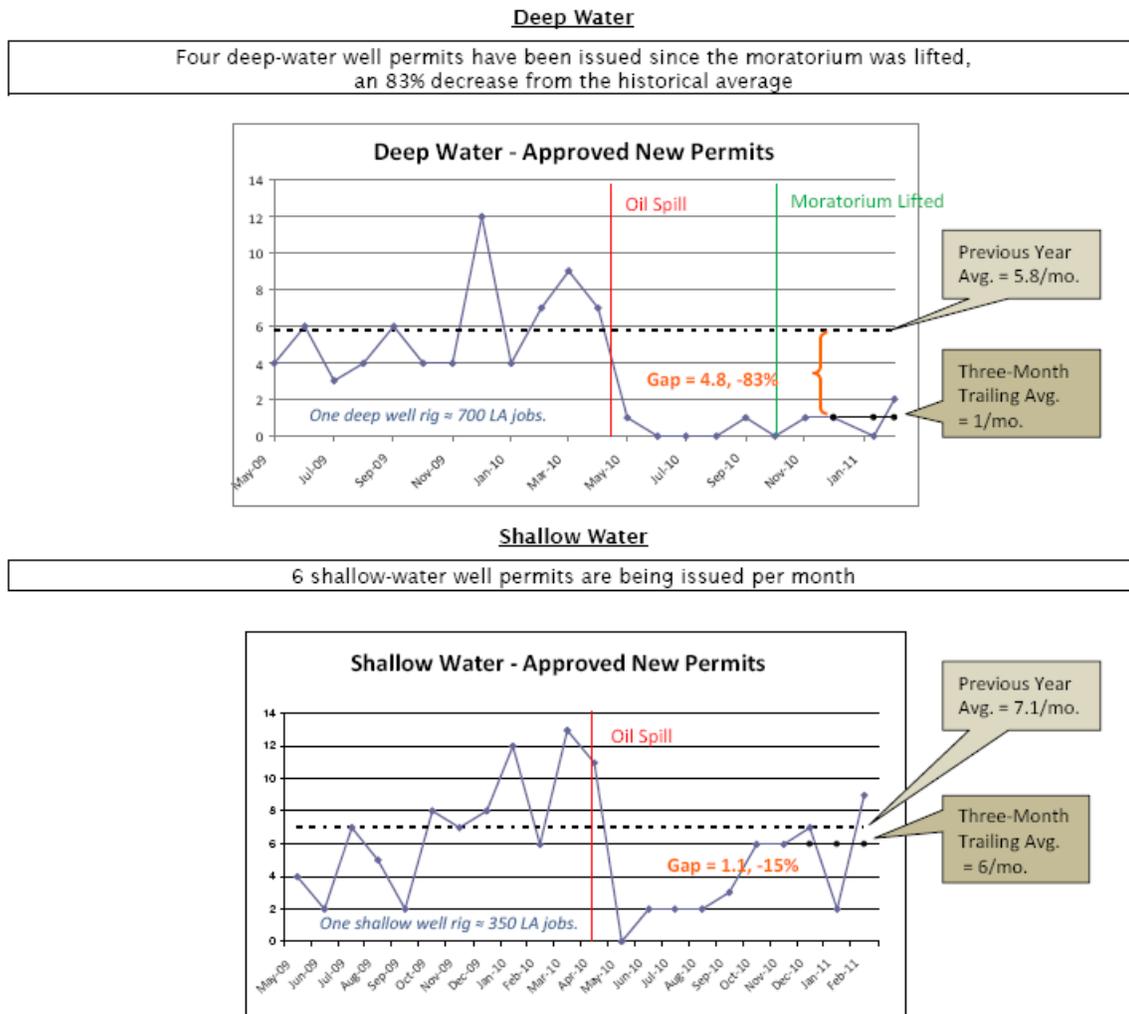


Figure 2. Gulf Permitting Index (GPI) for drilling permits as of Mar 1, 2011. Data source: BOEMRE.

Economic Impact Series Part II and the GPI series can be downloaded at www.gnoinc.org.

This document, the third part of our Economic Impact Series, focuses on the impacts the Oil Spill has had on public perceptions. Our research focuses on two main topics: 1) Louisiana as a source for quality seafood and tourist destination and 2) Louisiana as a place to live and conduct business. Both of these topics are critical to the economy of Southeast Louisiana. The research team at GNO, Inc. embarked on this project hypothesizing significant Oil Spill related damage in multiple sectors: decreased demand for Louisiana seafood, decreased interest in visiting Louisiana and New Orleans, and greater hesitation to relocate or start businesses in Louisiana. Our research found that the Oil Spill seems to have had only a small impact on overall perceptions of Louisiana with the exception of seafood demand which has decreased dramatically. GNO, Inc. also used this research opportunity to examine impacts of Hurricane Katrina, though this data was generally used as a benchmark with which to compare the changes from the Oil Spill.

Methods

This study examines the way Louisiana residents and United States residents outside of Louisiana view Louisiana and the Greater New Orleans region as a place to do business, a current or possible home, and a source of quality seafood.² National subjects were all registered voters and were chosen based on their proximity to major media markets—areas of economic importance to New Orleans’ regional economy including the following: Atlanta, Georgia; Austin, Texas; Chicago, Illinois; Los Angeles, California; New York, New York; San Francisco, California and Washington D.C. Additionally, GNO, Inc. surveyed national business site selectors, national restaurant owners, and seafood distributors—key decision makers in our focus topics of business location and seafood demand. Finally, researchers examined the media content related to the Oil Spill and Hurricane Katrina to provide context for these data. This study focuses primarily on the effects of the Deepwater Horizon Oil Spill, though the impacts of Hurricane Katrina and public opinions before 2005 are factored into this research.

This study synthesizes three distinct research efforts:

Public opinion survey

GNO, Inc. commissioned Lake Research Partners, a national research firm, to complete a public opinion poll of 1,000 registered voters in key national media markets (excluding Louisiana) and 500 voters within Louisiana. Topics focused on whether moving to Louisiana would be considered, perceptions of the state and New Orleans, and opinions on Gulf and Louisiana seafood. Demographic information was also collected. Telephone interviews with 1,007 registered voters in the Atlanta; Austin; Chicago; Los Angeles; New York; San Francisco; and Washington D.C. media markets in addition to telephone interviews with 501 registered voters in Louisiana were conducted between November 17 and November 22, 2010. The margin of error for the media markets is +/-3.1%, and is +/-4.4% for Louisiana.

Target surveys

GNO, Inc. conducted three types of target surveys with key groups of decision makers relevant to our study. These target surveys have very small sample sizes due to time constraints and specific participant criteria.³ Thus, this study utilizes this information as a snapshot of industry dynamics and one should not assume it to be comprehensive or fully representative. Rather, these data direct us to the influences of Hurricane Katrina and the Oil Spill on key stakeholders and supplements the other two in-depth research components.

Business Site Selectors. Questions in these surveys include the frequency of a site recommendation in Louisiana (broken down by industry sector), executive responses to a Louisiana site, and perceptions of business climate.⁴ GNO, Inc. emailed surveys to site selectors with whom we have relationships with through our business development endeavors. These surveys offered three options to respond: online survey (using the tool SurveyMonkey.com), text survey in email form, or requesting a phone survey. The group of site selectors is unique due to its high multiplier—eleven respondents represent potentially hundreds of relocation recommendations to businesses.

² For the sake of linguistic diversity, “residents” and “voters” are used interchangeably to refer to the sample that participated in our public opinion poll. Please note, researchers polled only registered voters in major media markets and in Louisiana. Residents of these areas who were not registered to vote were excluded.

³ Site Selectors n=11, Seafood Distributors n=5, Restaurants n=18.

⁴ See Appendix A for full survey text.

Seafood Distributors. These surveys addressed changes in supply and demand for Gulf and Louisiana seafood.⁵ The list of companies contacted was compiled through a variety of sources including a list of seafood distributors provided by the National Restaurant Association (NRA) and an internet-based search to identify the most prominent distributors in the industry. Over the course of a week, GNO, Inc. reached out to the 52 distributors and were able to contact 31 of them. Of those 31 conversations, seven representatives declined to be surveyed, four reported that they were, in fact, not distributors, six stated that they were import-only distributors, and nine did not distribute products from the Gulf Coast. Surveys were conducted and completed by 5 of the 52 companies on the list, resulting in a near 10% completion rate. All interviews were conducted over the phone.

National Restaurants. Questions in this survey focus on changes in customer demand for Gulf and Louisiana seafood and public opinions about seafood quality following Hurricane Katrina and the Oil Spill.⁶ These online surveys were distributed through NRA’s mailing list and website as well as the Louisiana Restaurant Association’s website.

Media content analysis

Our media content analysis examines online, print, and television news coverage of Greater New Orleans during and after Hurricane Katrina and the Oil Spill. Topics of focus included: crime, corruption, business environment, and seafood. This third research component sheds light into the influence various media sources may have on public opinion.

The time frames for content analysis from were as follows:

Pre-Hurricane Katrina	August 2004 through July 2005
Immediate aftermath of Katrina	August 27, 2005 to September 31, 2005
First anniversary of Katrina	August 22, 2006 to September 1, 2006
Second anniversary of Katrina	August 22, 2007 to September 1, 2007
Third anniversary (also Hurricane Gustav)	August 22, 2008 to September 1, 2008
Deepwater Horizon Oil Spill	April 20, 2010 to June 28, 2010
Fifth anniversary of Katrina	August 22, 2010 to September 1, 2010
Aftermath of Oil Spill	October 2010

We examined three specific national media outlets and their related wire and feed services: Associated Press (AP), CNN, and Fox News. In addition, researchers analyzed news from the major market news websites including but not limited to at least one major media outlet in each of the following markets: Atlanta, Austin, Chicago, Los Angeles, New York, San Jose, and Washington D.C.⁷

Over 10,000 articles and transcripts were retrieved for this study. All of the articles were collected digitally from Lexis-Nexis and subjected to a hybrid contextual analysis. The media collected were subjected to an automated search for the code terms found in Appendix D.

All three research components (public opinion survey, target surveys, and media content analysis) were synthesized and arranged by topic. In some cases such as “Seafood,” these topics relate to events and time periods, while others such as “Doing Business in

⁵ See Appendix B for full interview protocol.

⁶ For full text of survey see Appendix C.

⁷ The outlets selected for review are: The New York Times; The Washington Post; The Los Angeles Times; The Atlanta Journal-Constitution; The San Francisco Chronicle; The Chicago Sun Times; The Austin American Statesman.

Louisiana” span the study time frame. In addition, this study includes recent research conducted by the Louisiana Seafood Promotion & Marketing Board and the New Orleans Convention & Visitors Bureau in order to provide a more comprehensive document.

Overall perceptions of Louisiana

At the start of this research, GNO, Inc. hypothesized that the Oil Spill had significantly damaged national perceptions of Louisiana and Greater New Orleans, and that this impact was cumulative on top of the public opinion damage done by Hurricane Katrina and the recovery. Generally, our research did not support this prediction. The Oil Spill generally had a small impact on voters' opinions of Louisiana and Greater New Orleans, with the significant exception of seafood. The demand for, and opinion of, Louisiana and Gulf seafood has decreased dramatically as a result of the Oil Spill.

Across the nation's major media markets, voters generally have good things to say about Louisiana, and New Orleans in particular, and hold a variety of rich, specific, and positive associations with the state. Outside the state, initial impressions of both New Orleans (72% favorable, 12% unfavorable) and Louisiana (68% favorable, 12% unfavorable) are quite positive, with more than two-thirds holding positive opinions.

Influence of the Oil Spill

The oil spill appears to be only a small factor on voters' opinions of Louisiana and New Orleans; nearly three-quarters of voters say their opinions are mostly unchanged since the oil spill.

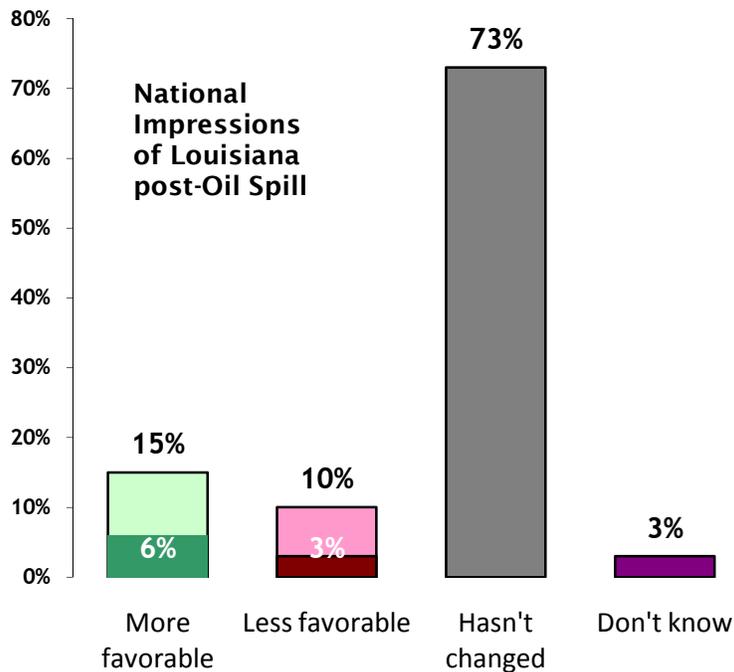


Figure 3. Public opinion poll results. National impressions of Louisiana in major media markets—"How has your impression of Louisiana changed since the Oil Spill?"

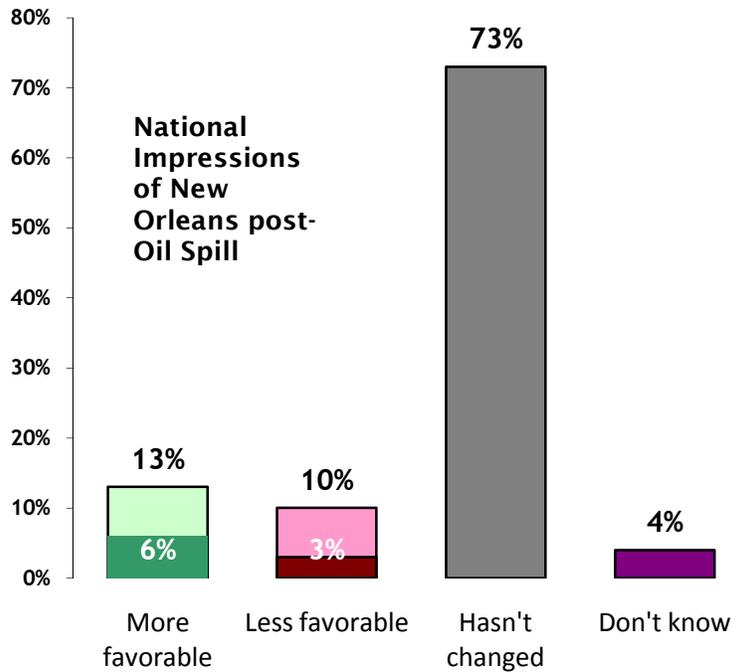


Figure 4. Public opinion poll results. National impressions of New Orleans in major media markets—“How has your impression of New Orleans changed since the Oil Spill?”

Compared to perceptions of Louisiana and New Orleans in the aftermath of Katrina, opinions remain relatively unchanged as a result of the Oil Spill. Those who would consider moving to Louisiana are more likely to have grown positive toward both Louisiana and New Orleans since the Oil Spill, though not to the same degree that the aftermath of Hurricane Katrina provoked.

Voters in each of the major media markets, except Chicago, are at least more positive than negative toward Louisiana since the oil spill. Those in the D.C. market feel this way by more than two-to-one.

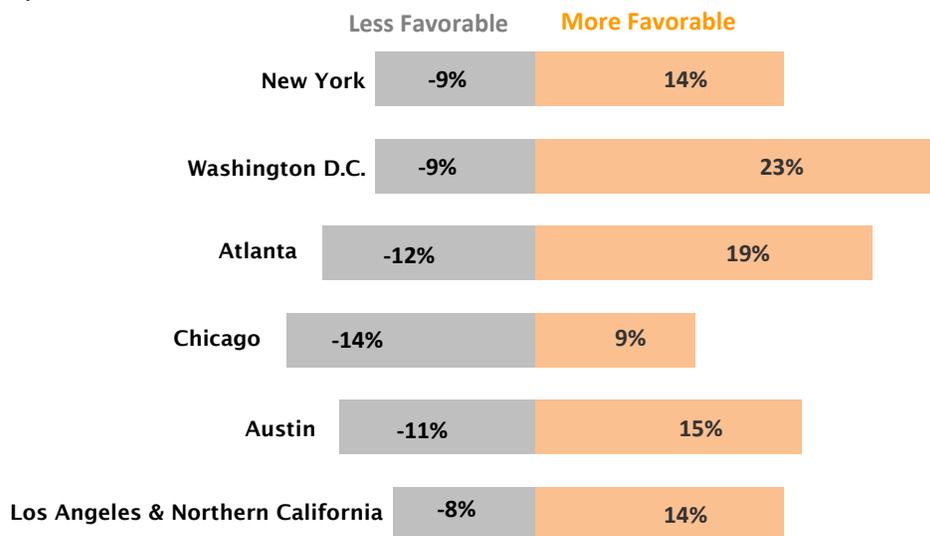


Figure 5. Public opinion poll results. National impressions of Louisiana by media market—“How has your impression of Louisiana changed since the Oil Spill?”

Impressions of New Orleans since the Oil Spill have grown most positive in the D.C. market, though even in D.C. the vast majority reports no change of opinion.

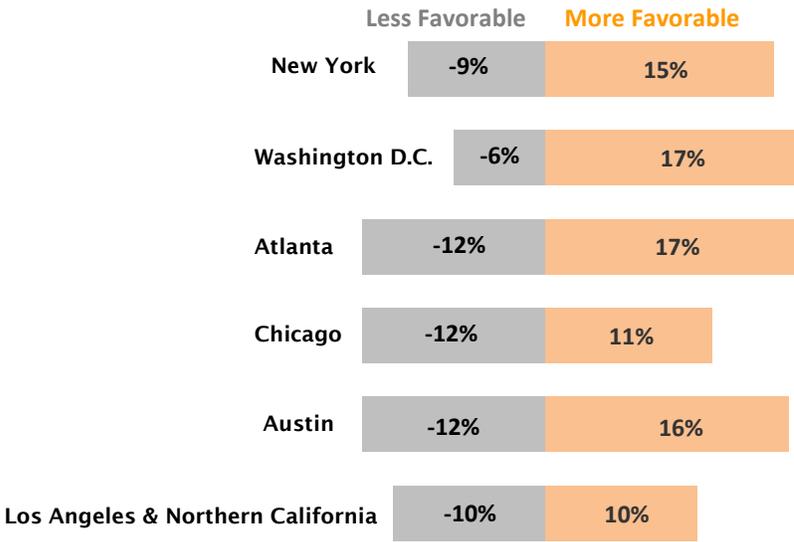


Figure 6. Public opinion poll results. National impressions of New Orleans by media market—“How has your impression of New Orleans changed since the Oil Spill?”

Influence of Katrina

In addition, the way in which the state and city emerged from the aftermath of Hurricane Katrina has been noticed. In fact, those who have become more positive toward New Orleans and Louisiana since Hurricane Katrina outnumber those who have become less positive by a margin of roughly two-to-one.

Although half of voters in the largest media markets say their opinions of New Orleans and Louisiana are unchanged since since Hurricane Katrina, those who do express a change in opinion are positive by nearly two-to-one.

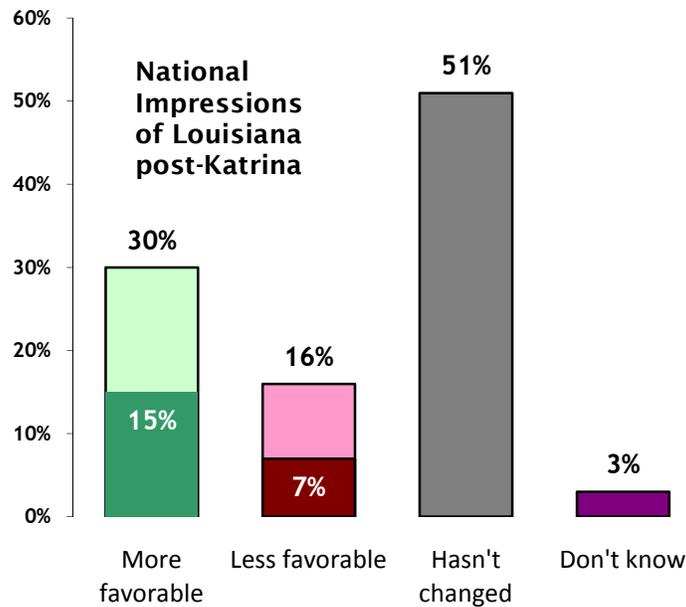


Figure 7. Public opinion poll results. National impressions of Louisiana—“How has your impression of Louisiana changed since Hurricane Katrina?” Darker colors indicate greater intensity.

Public opinion of the City of New Orleans post-Katrina parallels that of the state, with no significant differences. Also, respondents who would consider moving to Louisiana are slightly more likely to have grown positive toward Louisiana and New Orleans since Hurricane Katrina.

Impressions of Louisiana since Hurricane Katrina have grown more favorable in all the major markets, except Chicago, where the perceptions have diminished slightly. The gains in the California markets are especially impressive.

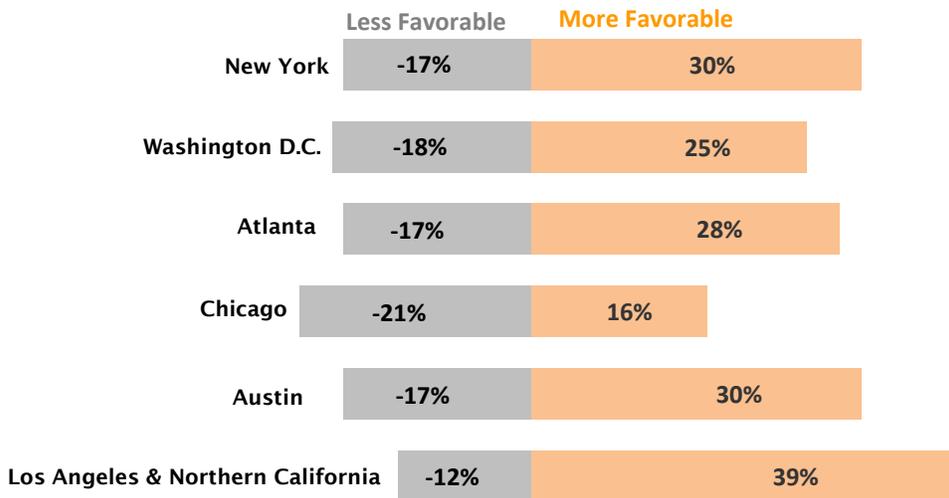


Figure 8. Public opinion poll results. National impressions of Louisiana by media market—“How has your impression of Louisiana changed since Hurricane Katrina?”

The impressions of New Orleans are a slightly more diverse across the media markets, with D.C. voters more ambivalent, and New York and California voters most generous in their assessments of post-Katrina New Orleans.

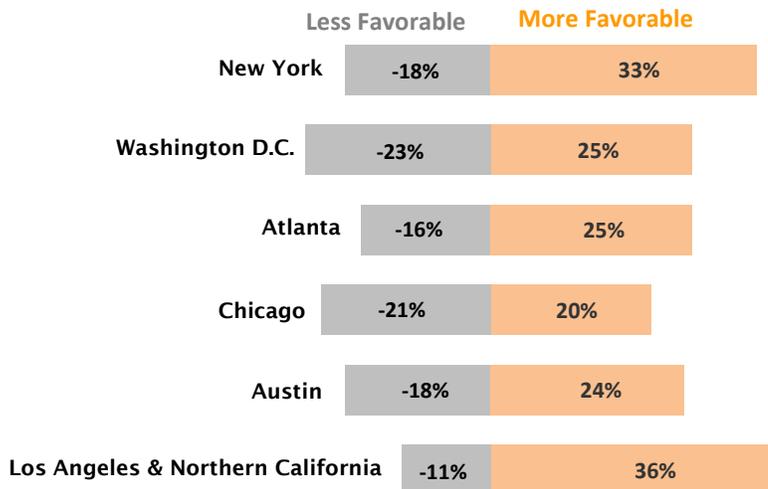


Figure 9. Public opinion poll results. National impressions of New Orleans by media market—“How has your impression of New Orleans changed since Hurricane Katrina?”

The crux of Louisiana's image among Louisianians and those in the media markets alike is marked by the richness and diversity of its culture and its resiliency and toughness in the face of hardship. To a lesser degree, voters outside the state see Louisiana as an economically important place for the country and a place where jobs can be created. These are the foundations upon which to build a robust brand, though there is work to be done. Few voters outside the state currently see Louisiana as a great place to live, work, and raise a family, though this trait—along with certain economic and cultural factors—is a key predictor of a person's willingness to relocate to the state. Regression analysis indicates that the most important associations to reinforce are Louisiana's unique appeal as a great place to live, work, and raise a family; its cultural diversity; its prime suitability as a place for job creation and business investment; its pristine beauty and orientation toward environmentalism; and its toughness in the face of hardship and its ability to bounce back.

The negative associations with Louisiana carry much less intensity than the positives, and the traits chosen by voters in the country's top media markets noticeably differ from those chosen by Louisianians. Outside of Louisiana, voters are most likely to say the state is "different from me culturally," "too prone to disasters like Katrina or the oil spill," and "impoverished." However, additional analysis suggests that these more dominant misgivings are, in fact, less damaging than characterizations of Louisiana as "not family-oriented" or "too indulgent and sinful." In contrast, Louisianians themselves are more likely to say that the phrases "corrupt," "dangerous, too much crime," and "too much racial tension" describe Louisiana very well.

Louisiana and New Orleans both conjure up a range of rich and textured associations, inside and outside the state. The strongest positive associations among voters in the nation's major media markets revolve around the cultural richness and diversity of Louisiana, along with its toughness and ability to bounce back from hardships. Voters outside the state, however, are less likely to see Louisiana as a place of economic importance for the country, where jobs can be created. Because these traits—along with seeing Louisiana as a prime place to live, work, and raise a family—are among the strongest motivators for potential relocation, it will be critical to brand Louisiana as a place where good jobs that can sustain a family are being created, and at an impressive pace.

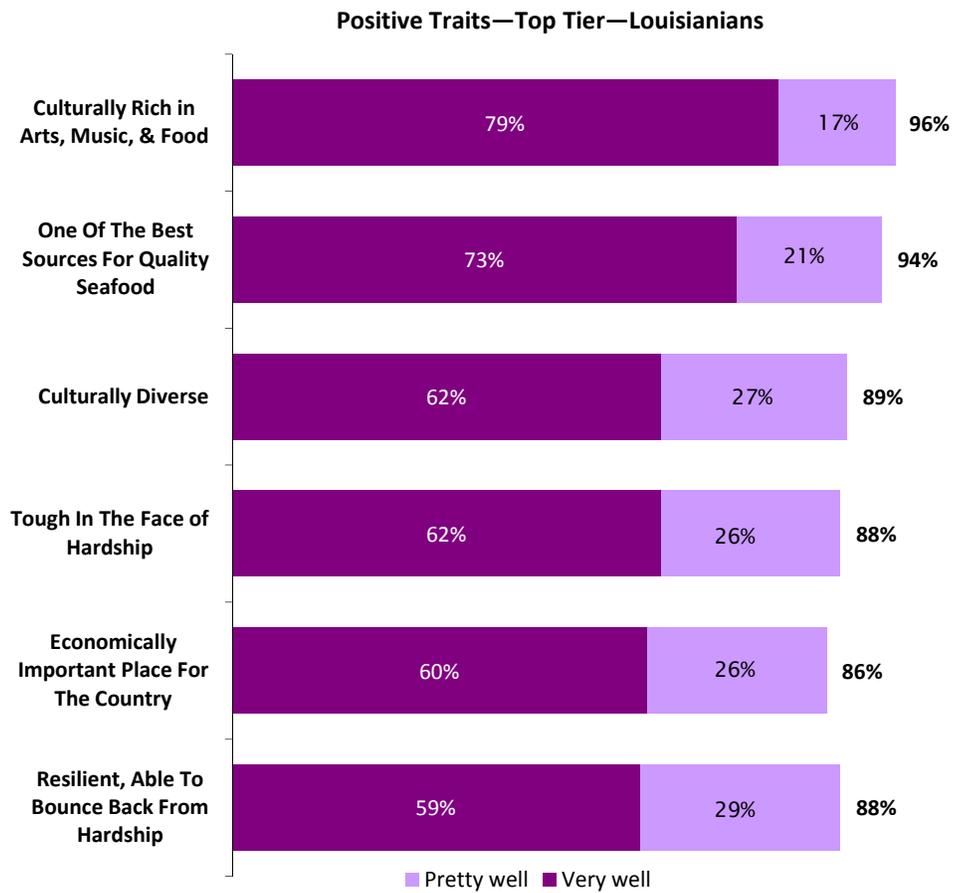


Figure 10. Public opinion poll results. Phrases that the most respondents (Louisiana residents) identified as describing Louisiana “Very well” or “Pretty well.”

To a slightly lesser degree, Louisianians also believe the state is a great place to live, work, and raise a family; is pristine and beautiful; and is a key area for job creation and business development.

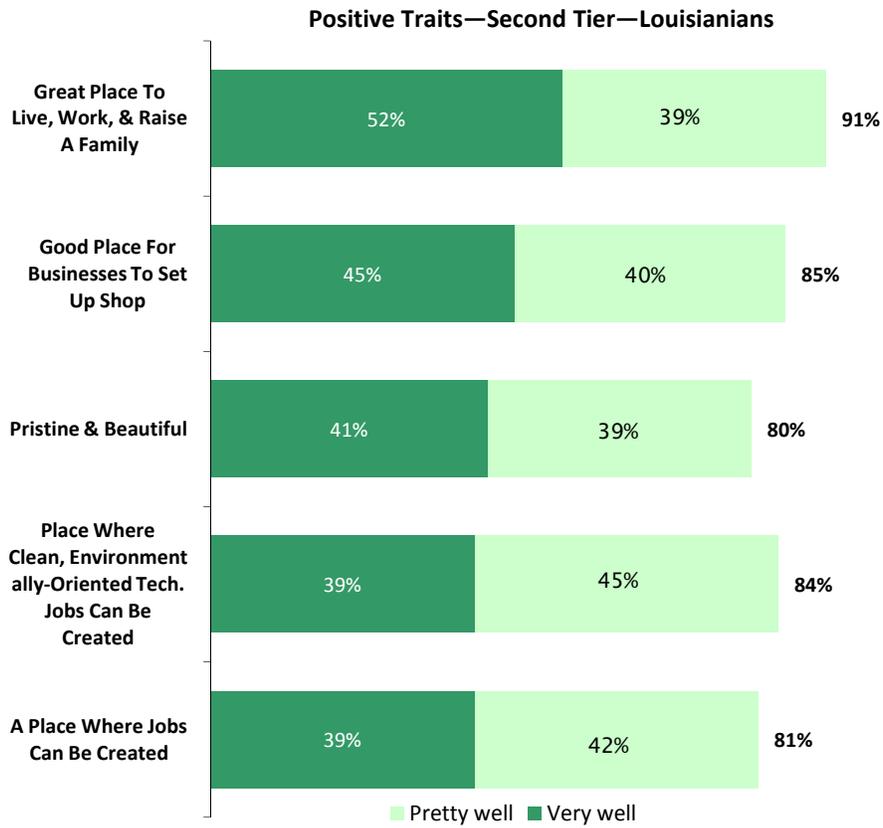


Figure 11. Public opinion poll results. Phrases that the second greatest number of respondents (Louisiana residents) identified as describing Louisiana “Very well” or “Pretty well.”

Louisianians are least likely to characterize their state as full of new opportunities, environmentally oriented, or open and progressive.

The strongest positive associations among voters in the nation’s major media markets revolve around the cultural richness and diversity of Louisiana, along with its toughness and ability to bounce back from hardships.

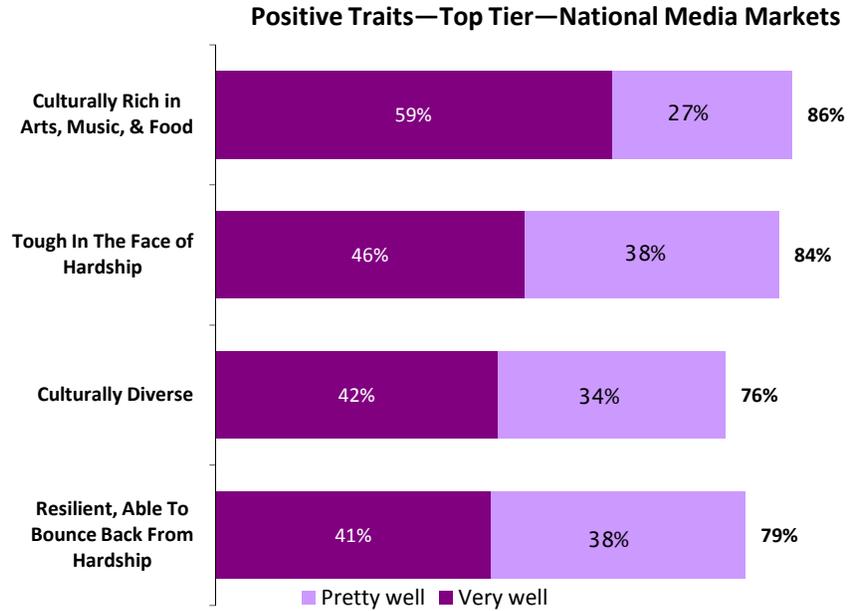


Figure 12. Public opinion poll results. Phrases that the most respondents (voters in national media markets) identified as describing Louisiana “Very well” or “Pretty well.”

Voters outside the state are less likely to see Louisiana as a place of economic importance for the country and a location where jobs can be created. Because these traits are among the strongest motivators for potential relocation, this represents an important marketing need.

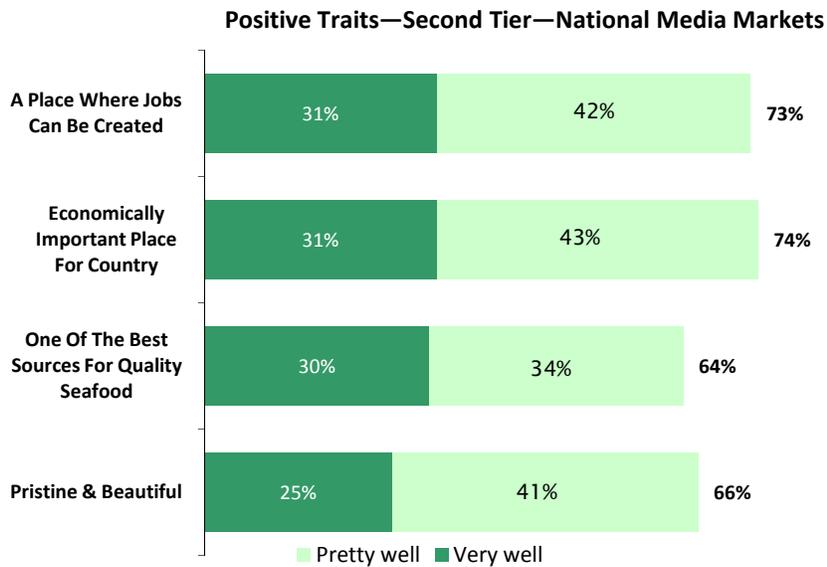


Figure 13. Public opinion poll results. Phrases that the second greatest number of respondents (voters in national media markets) identified as describing Louisiana “Very well” or “Pretty well.”

Voters in the major media markets express greater skepticism about the new opportunities the state offers, its prime business location, and the state’s environmental focus. Few currently believe Louisiana is a great place to live, work, and raise a family, though this trait—along with certain economic and cultural factors—is a key predictor of a person’s willingness to relocate to the state.

Most of the negative traits in our poll fail to resonate with Louisianians. They reject most vehemently that their state has contaminated seafood from the oil spill and that Louisiana is indulgent or sinful. However, those who associate indulgence and sin with the state are least likely to have positive impressions of New Orleans and Louisiana.

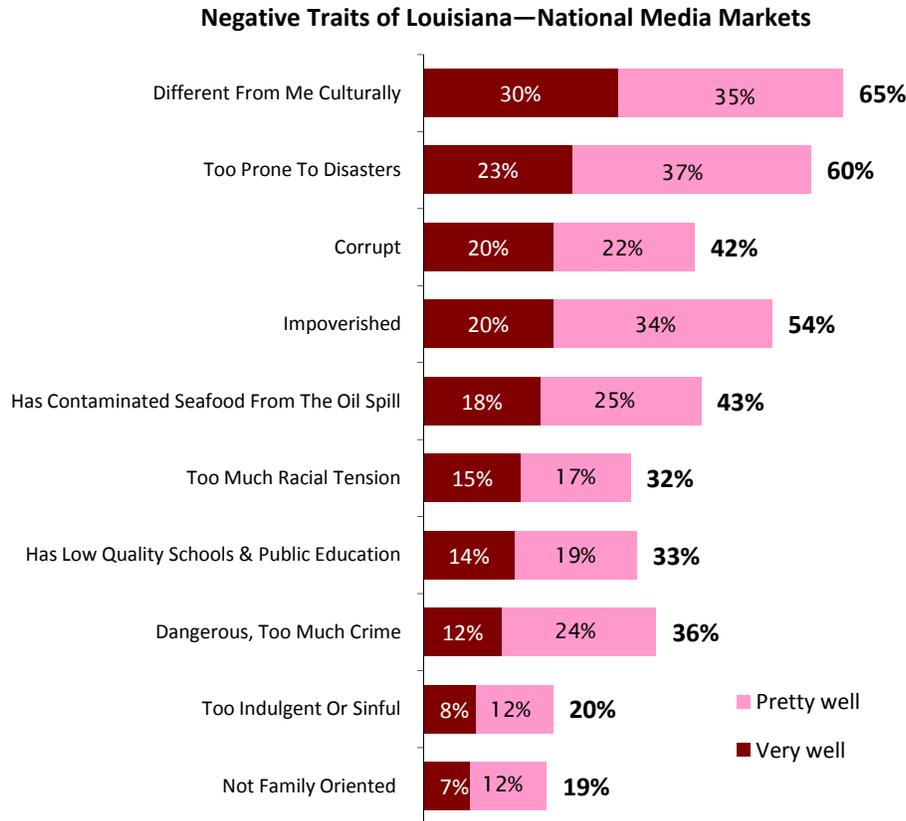


Figure 14. Public opinion poll results. Phrases that the most respondents (voters in national media markets) identified as describing Louisiana “Very well” or “Pretty well.”

Most voters in the media markets also reject negative characterizations of Louisiana, with the exception that it is different from them culturally, too prone to disasters, and impoverished. These negative perceptions are noticeably thinner than the positive perceptions. Regression analysis suggests that the most damaging characterizations of Louisiana cast the state as “not family-oriented” and “too indulgent and sinful.”

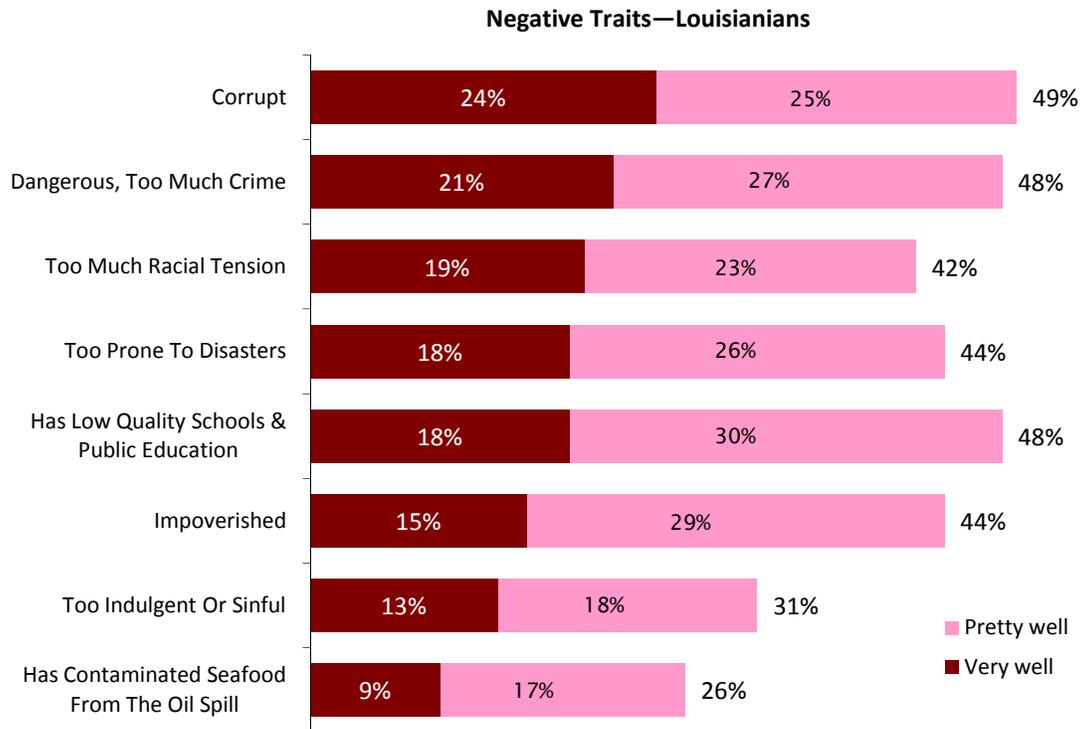


Figure 15. Public opinion poll results. Phrases that the most respondents (voters in Louisiana) identified as describing Louisiana “Very well” or “Pretty well.” “Corrupt,” “Too Prone To Disasters,” and “Impoverished” were in the national top three.

In spite of a largely static, though mildly more favorable, perception of the state in the wake of the oil spill, voters believe the state still needs help, and fully four-fifths of voters in the media markets believe it is important for the federal government to take steps to restore the environmental health of the Gulf Region. Those who would consider moving to Louisiana are especially likely to feel this way, and nearly three in five respondents believe it is an extremely important priority.

This favorable opinion of the state and of New Orleans provides a solid platform on which to build when marketing the region. Additionally, the minimal damage that Hurricane Katrina and the Deepwater Horizon Oil Spill had on the general national opinion of the area is encouraging. Past efforts to convey the importance and excellence of the Greater New Orleans region and the state of Louisiana have made real progress.

Section I

Louisiana Seafood

Seafood, from shrimp to oysters to finfish, has long been a culinary staple of Louisiana communities and a valuable commodity. Louisiana produces 30% of the nation's domestic seafood, and leads in production of shrimp, crawfish, blue crab, and oysters.⁸ Seafood harvesting employs tens of thousands of coastal residents and is a fundamental piece of the regional and state economies.⁹ Prior to the Deepwater Horizon Oil Spill, Louisiana seafood was viewed very positively by national consumers; however, the media and widespread safety concerns dramatically decreased demand for Gulf and Louisiana seafood during and since the Oil Spill. This section identifies the stark impact of the Oil Spill on the regional economies of Southeast Louisiana.

We surveyed 18 national restaurant owners, for whom seafood was "important" or "very important" to their businesses, about the changes in customer attitudes about Gulf and Louisiana seafood following the Deepwater Horizon Oil Spill. Since the Oil Spill, customer questions about the location of origin of the seafood being served increased dramatically.

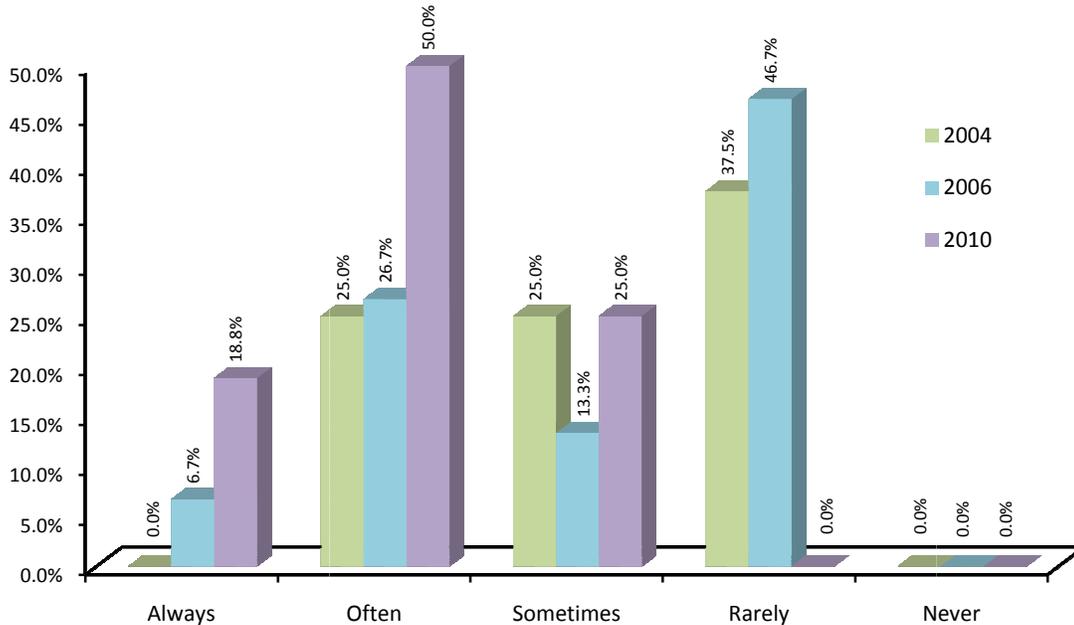


Figure 16. Target survey results from restaurant owners. Frequency of customer inquiry about the location of origin of the seafood being served.

Increased inquiry of this nature in and of itself does not present the full picture as it could represent the results of four years of seafood promotion campaigns, encouraging consumers to request Gulf Seafood. Our target survey also included perceived opinions of Gulf Seafood which shows that these inquiries were generally to avoid this product.

⁸ Ewell Smith, executive director of the Louisiana Seafood Promotion & Marketing Board, quoted in: *U.S. Gulf Coast Braces for Oil Spill Disaster*. SeafoodSource.com April 30, 2010.

⁹ For more information on the Louisiana Fisheries Industry see GNO, Inc.'s *Economic Impact Study Part I: Fisheries*. Released October 13, 2010.

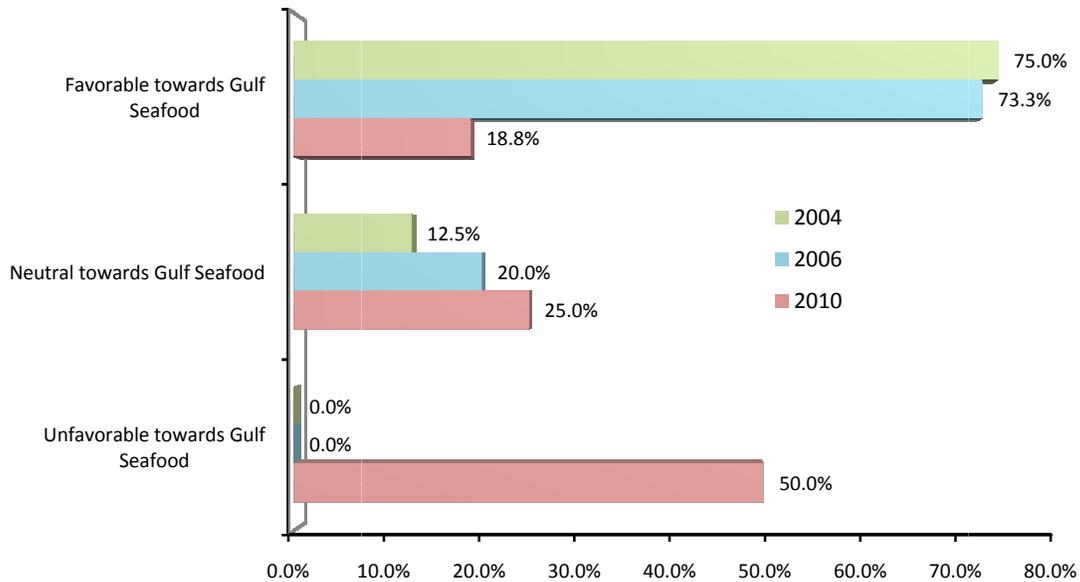


Figure 17. Target survey results from restaurant owners. Perception of customer opinion about Gulf Seafood.

This change of opinion has potential to significantly impact the type of seafood purchased by food service operations as price and customer feedback/demand were found to be the top factors which influence purchasing decisions. The domestic seafood industry has always struggled to compete with imported products which generally are produced and sold at lower costs. Prior to the Oil Spill, customer demand for Gulf seafood may have encouraged food service businesses to opt for this domestic product over the cheaper imported option. Now, post-Oil Spill, the combination of the low prices of imported seafood and the decreased customer demand could have a significant negative effect on the Gulf and Louisiana Seafood industries.

A study released by the Louisiana Seafood Promotion and Marketing Board found the number of consumers eating less seafood due to concerns about the impact of the Oil Spill fell from 60.6% in July 2010 to 48.3% by October 2010. While this change is encouraging, the same study reports that a full third of consumers changing their seafood consumption as a result of the Oil Spill expect it to be a permanent change. The remaining two-thirds believe it to be only temporary or aren't sure.¹⁰

Our interviews with seafood distributors supported these findings: they all reported a significant decline in the demand for Gulf Seafood. All of the distributors surveyed either supply products to restaurants, grocery stores, or larger distribution companies. Even though the main seafood products have remained unchanged since 2008, there has been a significant decline in demand for Gulf Seafood in all sectors following the Oil Spill. Many oyster, shrimp, and other general seafood distributors were forced to close their doors as a result of the Oil Spill. Even now, despite reports stating that the seafood from the Gulf is safe to eat, a demand significantly smaller than that of previous years still persists. In fact, the data GNO, Inc. collected suggests that some distributors are able to meet the demand that exists, despite a much smaller supply, because the demand is so low. Regardless of the supply, if demand for Louisiana and Gulf products does not increase, more distributors will be forced to close their doors.

¹⁰ Harrison, R. Wes and Dennis Degeneffe. January 19, 2011. *Tracking Consumer Attitudes Toward Seafood Safety Resulting from the Gulf Oil Spill*. <http://louisianaseafood.com/pdf/LSPMBSeafoodPhaseI-FinalVersion.pdf> Accessed February 16, 2011.

Quality is the most important factor to distributors when ordering seafood. When asked to rank the importance of brand, price, location of origin, or another factor in determining where the distributors seek their seafood supply, two distributors specifically mentioned quality as the single most important factor when ordering seafood. While brand, price, and location of origin all attribute to the determining factor, the distributors held the quality of the seafood in the highest regard. Those who chose a different factor, the explanation of the importance of brand or location of origin was couched within an understanding that those two factors ultimately determine quality. In addition, distributors explained the importance of the relationship that they have with their suppliers. Most trust the suppliers to let them know if the quality of the product will meet the high expectations of the distribution company.

Distribution companies who feature Gulf seafood depend on it for more than 70% of their total product. Our surveys have shown that distribution companies view Gulf and Louisiana seafood as “Very Important” to their businesses and try their best to meet demands with local supplies first. For example, if Louisiana seafood were unable to meet the demands of the clientele, distributors would seek supplies in other Gulf states, such as Texas.

Results of our public opinion poll showed that voters in the country’s top media markets are positive toward Louisiana seafood (58% favorable, 17% unfavorable), though perhaps understandably they are not as positive as Louisianians themselves (87% favorable, 6% unfavorable). Media markets in states that also border the Gulf are most favorable to Louisiana and Gulf seafood, with over two-thirds of voters there having a favorable impression. Negativity is driven by New Yorkers’ and Chicagoans’ impressions of Gulf Seafood, more so than Louisiana Seafood. Also, voters in Los Angeles generally appear more dubious about the quality of the state’s seafood than those in San Francisco.

Interestingly, participants in our public opinion poll responded to the term “Louisiana Seafood” more positively than “Gulf Seafood.” This can be attributed to many causes, the identification of which is beyond the scope of this study; however, it does support the premise that Louisiana has a distinct “brand.” Making this distinction will be critical in any advertising, packaging, and messaging efforts moving forward.

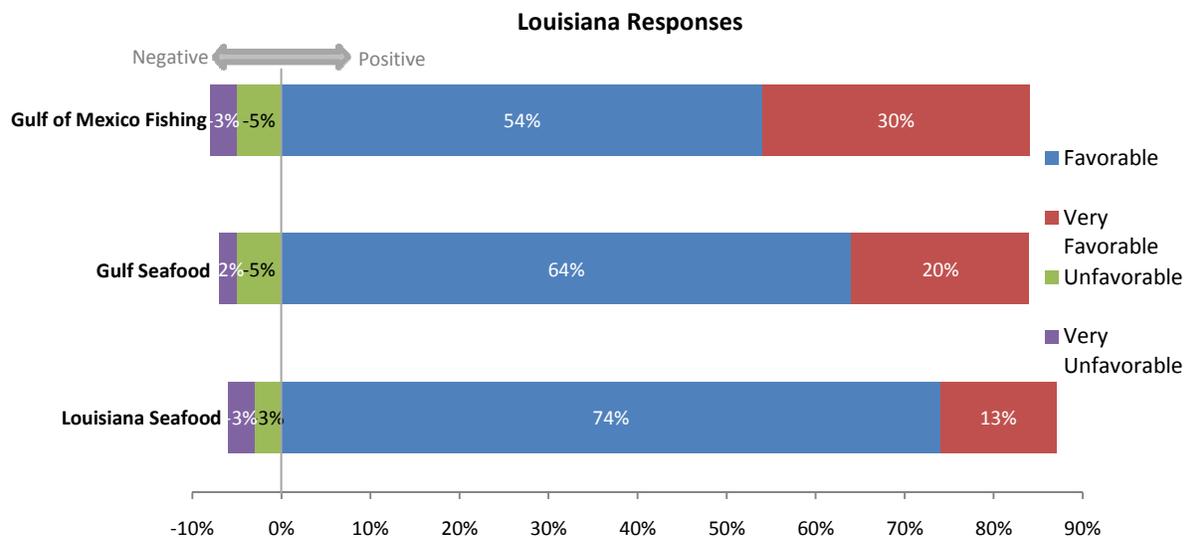


Figure 18. Public opinion poll results from Louisiana voters. “What is your opinion of the following places or institutions?”

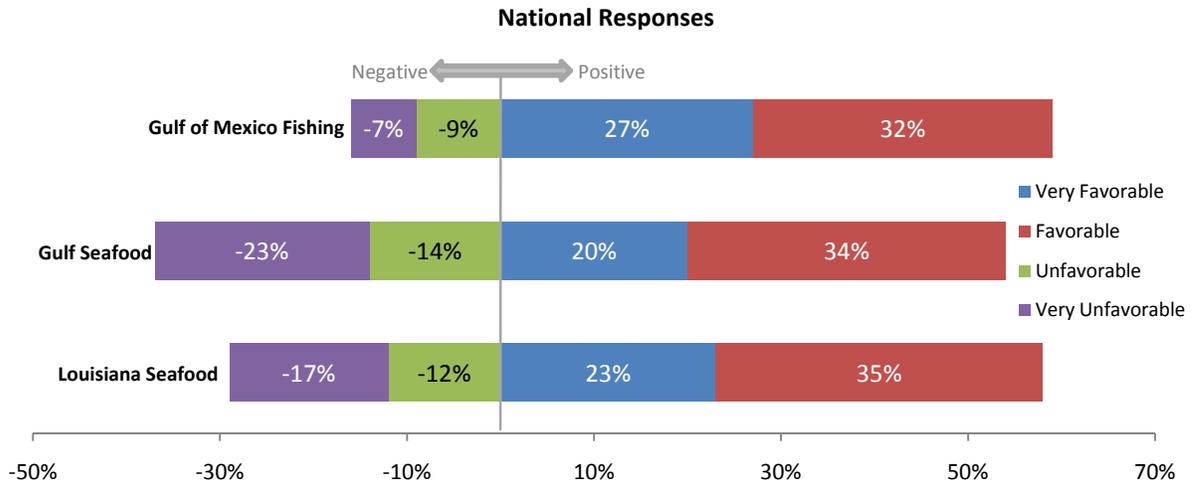


Figure 19. Public opinion poll results from national voters. “What is your opinion of the following places or institutions?”

Voters’ perceptions of the local seafood are positive, though the term “Louisiana Seafood” is more popular than “Gulf Seafood;” majorities outside the state say they would buy “Louisiana Seafood,” while similar numbers report they would be *unlikely* to buy “Gulf Seafood.” Those in Austin and Washington, D.C. are especially likely to buy Louisiana seafood. Voters in New York and California are among the least likely.

While calling upon everyone to help keep the fishing industry afloat is a highly convincing reason for Louisianians to patronize the industry, outside the state and among our targets, the more persuasive arguments center on the strength of rigorous and ongoing FDA inspections and the eating habits of Louisiana fishermen and their families as key validators. Additionally, the number one reason for both media market voters and Louisianians to try seafood has a critically important conscientious component as well—that the best way to make sure the fishing industry stays afloat amidst the lost revenue from the oil spill is to support them now by purchasing their seafood. Even so, it is difficult to imagine that this argument would impact behavior without first reassuring non-Louisianians about the safety and quality of the seafood.

Media coverage

The Deepwater Horizon Oil Spill was mostly a television story, with only limited coverage in print media. Generally, media outlets focused on capping the well and the amount of oil spilled. Coverage of the impact of the Oil Spill on seafood has been mixed. Fox News displayed minimal interest in covering the fishing or the seafood industry in relation to stories on the Oil Spill and its impact on New Orleans. Fox News’s coverage of the spill included concern for the fishing industry including shrimp and oyster harvesters and the dining culture of New Orleans, though food safety was not directly addressed. The Associated Press (AP) ran more stories in the beginning of the crisis in the Gulf than it did afterward in the height of coverage or as the killing of the well became imminent. Seafood stories included coverage of possible seafood contamination, seafood safety, and the availability and prices of seafood. There were occasional mentions of seafood safety by CNN in late April 2010 and then more in-depth coverage of this topic in August 2010.

As the months move forward, there is less and less coverage of seafood industry, and less concern in the media about the safety of seafood being exported or of price increases due to future shortages in Gulf Seafood. Articles that covered seafood tended to focus on shrimp and oysters in Southeast Louisiana and Mississippi. The seafood

industry is covered only in discussions of the wetlands and the delicate marshes around Louisiana. A handful of stories were run on the safety of seafood products and fishing in the Gulf; however, no long-term, in-depth coverage of the potential for problems ever surfaced in the stories examined for this study. Media reports on seafood wane over the course of the study period. As the story of the Oil Spill comes to a close, so does concern in the media presentation. While there were some articles in the study that questioned seafood safety, these were not in-depth, nor were they systematic, covering multiple testing periods, or demonstrating any kind of widespread contamination. However, as there is still data to be analyzed on the seafood beds of the Gulf of Mexico, there may yet be reports, studies, and findings as those affected oyster beds and coastal fishing waters become mature.

A study released by the Department of Culture, Recreation and Tourism: Office of Tourism found that significant numbers of national voters believed false statements about Louisiana seafood.¹¹

	May-10	Jun-10	Aug-10
Shrimp costs more because oil has to be cleaned from them before they are sold	57%	46%	53%
Restaurants that serve Louisiana seafood put customers at risk	55%	48%	48%
Commercial fishing is allowed in areas where oil is present	36%	29%	44%

Figure 20. Department of Culture, Recreation and Tourism: Office of Tourism study results. Percent respondents who believe or are not sure about the above false statements about Louisiana seafood.

Another study released by the Department of Culture, Recreation and Tourism: Office of Tourism found that seafood was a key draw for potential regional visitors. Among respondents who were not likely to visit Louisiana, 35% said they would visit if “Seafood was available like it was before the Oil Spill” followed by 32% visiting if “Leisure attractions and activities were not closed because of the Oil Spill.”¹²

¹¹ Market Dynamics Research Group. August 25, 2010. *Oil Spill Research Overview*. <http://www.crt.state.la.us/tourism/research/Documents/2010-11/OilSpillPerceptionReview20100825.pdf> Accessed February 16, 2011.

¹² Market Dynamics Research Group. October 8, 2010. *Oil Spill Research Report Regional Wave 2*. http://www.crt.state.la.us/tourism/research/Documents/2010-11/OilSpillReportRegional%28F_10810%29.pdf Accessed February 16, 2011.

Louisiana Tourism

We did not focus on tourism statistics and motivators for this study as this research is being conducted by other entities including the New Orleans Convention & Visitors Bureau and the Louisiana Department of Culture, Recreation and Tourism. GNO, Inc. collected some information on this topic in our public opinion poll and content analysis.

Our studies found that about half of voters in the nation's major media markets have visited Louisiana, including a fifth who have done so in the last five years and a third who have visited in the last 10 years.

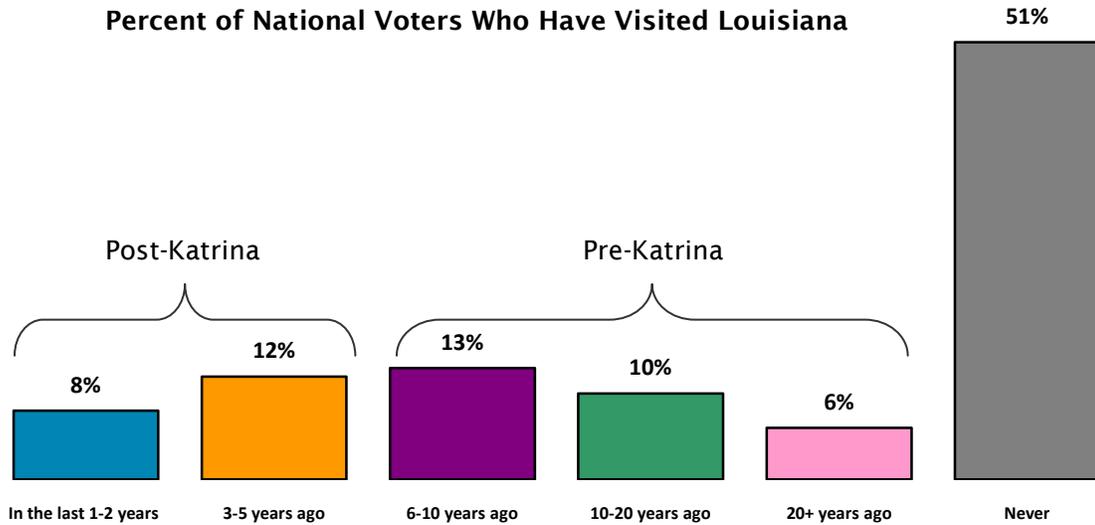


Figure 21. Public opinion poll results. Percent of national respondents who have visited Louisiana.

The profile of the Louisiana visitor from the past five years is a college-educated, white man, between the ages of 40 and 49, who is married but without a child at home.

Profile of the Louisiana Visitor

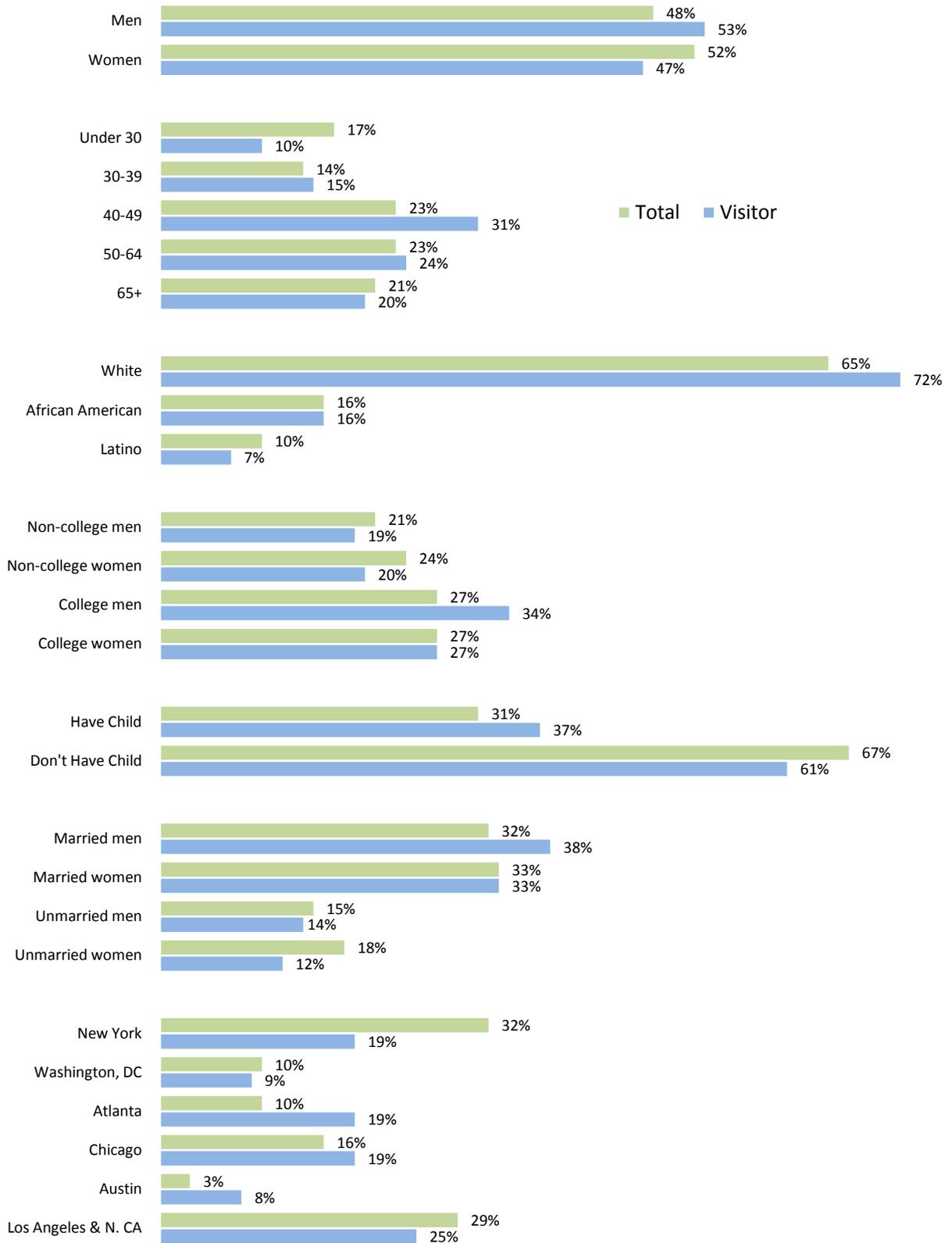


Figure 22. Public opinion poll results. Characteristics of all national respondents (Total) and those who have visited Louisiana (Visitor).

Arguments for visiting the state tend to capitalize as much on the broader set of associations that voters already have with Louisiana—surrounding its culture, arts, music, and food—as they do with the state’s resurgence as an economic powerhouse, particularly in green technology industries.

An argument that draws on the state’s breadth of cultural attractions for individuals and families of all ages, including its thriving music scene, delicious Cajun and Creole food, myriad of festivals, unique history and culture, and beautiful parks and wildlife provokes a broad and intense response.

In addition, a message detailing Louisiana’s commitment and proactive approach to creating and attracting jobs through grants, tax incentives, and loans for small businesses and entrepreneurs has strong appeal. This, combined with positioning around the state’s unique opportunity to become a world-class hub of sustainable innovation, production, and job growth, could be a powerhouse message.

San Franciscans, Atlantans, Chicagoans, and Austinites view New Orleans as a vital tourism destination. It is associated with fun, vacations, and history. However, it is also considered quaint, nostalgic, and relatively unsophisticated in comparison with Atlanta. Austin’s representation of the city is little beyond the music scene associated with New Orleans Jazz and Heritage Festival. Austin’s representation however, holds no obvious love or affection for New Orleans in the same way that Chicago’s does. Chicago’s representation of the city is as a beloved home away from home: a place where Chicagoans go to feel relaxed in the music and *laissez-faire* environment of New Orleans.

Media Coverage

In the early coverage of Hurricane Katrina, several stereotypes were reproduced, primarily by Fox News. Immediately after Hurricane Katrina, media stories referenced Bourbon Street and New Orleans as an “iconic party zone.” Reporters referred to Bourbon Street, and showed patrons in bars on the night the hurricane hit the city. However, when the levees broke on the 17th Street Canal, the party imagery was no longer invoked, other than as a distant reference to the state to which the city had been reduced. There were some stories about the rebuilding of the tourism industry and the status of the French Quarter on the anniversaries of Katrina but they dwindled as time passed. The media did not often link the Oil Spill to tourism industries in Louisiana (perhaps due to the state’s lack of beaches), though there were some references to the oil affecting Gulf seafood and the culture of dining in New Orleans.

An internal study by the New Orleans Convention & Visitors Bureau included public opinion polls similar to those conducted for this project. They filtered the samples to only include households with incomes greater than \$50,000 per year and have taken at least one overnight trip in the last year. This organization also chose slightly different media markets for their research.¹³

The New Orleans Convention & Visitors Bureau’s study found “Local culture, history and heritage,” and “Lots to see and do” ranked as the top reasons that respondents would visit an area.¹⁴ The least important factors included low costs and overnight accommodation variety. The most frequently mentioned characteristics of New Orleans included: “Unique experiences, “nightlife and entertainment,” and “cultural heritage.” “A safe place to visit” ranked last. Similarly only 10% of respondents said the word “Safe”

¹³ Houston, Birmingham, Jackson, Little Rock, Memphis, Nashville, Dallas, Los Angeles, Chicago, and New York.

¹⁴ Internal study. November 16, 2010. “Images of New Orleans: Perceptions and Intentions.”

describes New Orleans. This shows national awareness of crime as a problem in New Orleans and a possible tourism deterrent. Of those polled who have not visited New Orleans in the last five years, 42% cite "Disaster related concerns" which could include the hurricanes of 2005 and 2008, and the Deepwater Horizon Oil Spill. Also, 33% identify "Product concerns" as a reason for not visiting, which may include Gulf/Louisiana Seafood. Interestingly, this study reports that, as a result of Hurricane Katrina, 23% of respondents are more likely to visit New Orleans and 14% are less likely. As a result of the Deepwater Horizon Oil Spill, 9% are more likely and 15% are less likely.¹⁵ This difference can be attributed to many factors, including the significant tourism draw of Gulf Seafood. This study suggests that the Oil Spill may have been a greater tourism deterrent than Hurricane Katrina.

The Louisiana Department of Culture, Recreation and Tourism: Office of Tourism published "The Impact of the BP Oil Spill on Visitor Spending in Louisiana" which examined state visitation rates and perceptions of Louisiana seafood.¹⁶ This study estimates that lost visitor spending will total \$295 million through 2013 as a result of the Oil Spill. This is due to a decrease in leisure tourism, and a smaller increase in business visitor spending as a result of media and official visits to the area.

¹⁵ The remaining 63% and 76% respectively report "equally likely."

¹⁶ Tourism Economics. December 2010. *The Impact of the BP Oil Spill on Visitor Spending in Louisiana*. <http://www.crt.state.la.us/tourism/research/Documents/2010-11/OilSpilTourismImpacts20101215.pdf> Accessed February 16, 2011.

Section I Conclusion

The Oil Spill caused a stark downturn in the demand for Louisiana and Gulf seafood due to widespread safety concerns among national consumers. This change is the most significant impact resulting from the Oil Spill that our research has uncovered. With the demand falling so significantly (and so far—from a highly positive view to a largely negative view) this impact will be felt throughout the industry, from fishermen facing lower dock prices for their catch, to coastal food retail stores with limited demand for their once popular local seafood sections, to large food distributors to restaurant owners across the nation.

While this decreased demand can be very harmful, our data suggests an increase in interest—more people are asking about the location of origin of their seafood than ever before. This represents a unique branding opportunity as increased numbers of people are talking about, thinking about, and learning about Gulf and Louisiana seafood. Given, this is rooted in safety fears and, often, avoidance of this product; however, with correct coverage and “re-branding” there is a possibility to turn this interest around.

While Hurricane Katrina, from a perspective five years following this tragic event, was a tourism gain (more people said they would be more likely to visit following Hurricane Katrina than less likely), the Oil Spill did not show such results. Though most respondents said that their plans were unchanged, seafood is a significant draw for tourists to Louisiana. With seafood concerns elevated, tourism interest decreased. The impact of the Oil Spill affected this industry, which is vital to the Louisiana economy, as well.

Section II

The Big Four

In order to address Louisiana and the Greater New Orleans region as a place for business, one must examine “The Big Four.” This term references the most significant deterrents for both business owners considering moving their businesses and individuals considering moving their families to this area: flooding, crime, corruption, and education. As with all complex topics, public opinion simultaneously reflects some truth and some misperception. This study identifies multiple “perception gaps”—the areas where facts and statistics do not match public opinion.

Flooding

Hurricane Katrina has become the identifying characteristic for Greater New Orleans following the extensive media coverage of the flood waters covering 80% of Orleans Parish. Even over five years later, with the city having made great strides in rebuilding and having survived another severe hurricane (Gustav), the threat of flooding remains a major concern for businesses and individuals alike. While national opinions of Louisiana are generally positive, 60% of national voters say that the phrase “too prone to disasters like Katrina or the oil spill” describe Louisiana “pretty well” or “very well.”

Business site selectors identified Louisiana’s location within a Hurricane/Flood zone as a major deterrent from recommending that businesses move to the area.

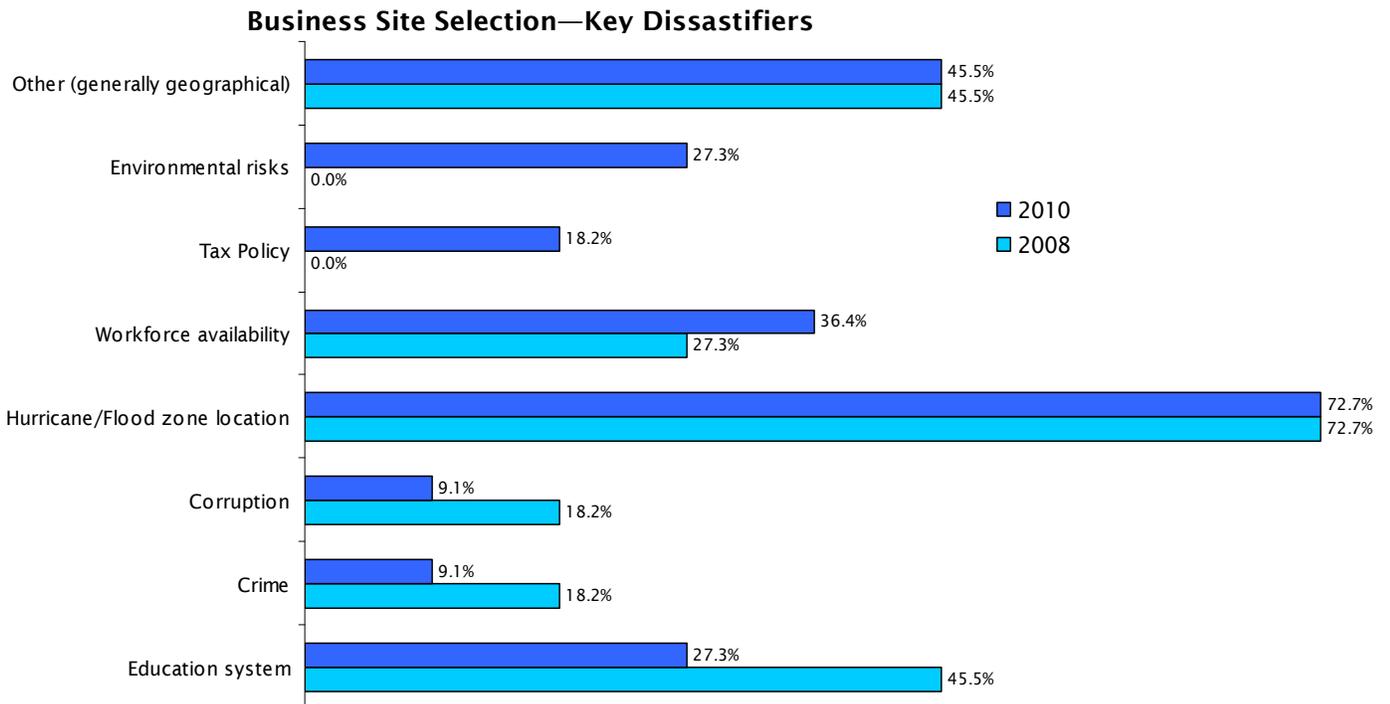


Figure 23. Target survey results—National business site selectors. “Please choose the three most common reasons for excluding Louisiana from site selection recommendations in 2008 and currently.”

Media Coverage

Following Hurricane Katrina, the majority of media coverage focused on the aftermath of the storm and the clean-up work that needed to be done. Beginning immediately after

the storm, there was in-depth coverage of the levee failure, including whom to blame and what could have been done differently. In 2008 there was a spike in reporting on the levees in New Orleans. This is due to the impact of Hurricane Gustav in 2008, and concerns that the city's embattled levee system was not up to the task of protecting the city from another disaster. The frequency of discussions about the levees in 2008 was 25% of what it was in the 2005 coverage of Katrina. That is a significant change given the fact that the discussions in 2006 and 2007 were nine percent (9%) and two percent (2%) what they were during Katrina (2005 n=2699). There is more coverage in 2008 on New Orleans and the fact that, three years after Hurricane Katrina, the city had not fully recovered. Reporters asked the same questions on Fox News as CNN, whether the levees would hold against another dangerous storm, whether or not the city could endure another hit, and what had been done with the funding that had already been provided. Following Hurricane Gustav, there was little to no coverage on the success of the levee system, or the fact that the city did not flood. These media dynamics may have contributed to public and professional wariness of Louisiana due to the threat of flooding.

This is not to imply that flooding is not a threat—indeed it continues to be one as the region works to rebuild storm protection infrastructure and restore coastal wetlands. Additionally, insurance costs are greater in Louisiana due to this threat which may also be taken into account by respondents. A greater acknowledgement of the state's success weathering Hurricane Gustav would have added to the available information on flooding in Louisiana.

Crime

Even before Hurricane Katrina, New Orleans had a famously high crime rate, and the media coverage following the storm contributed to public perception of New Orleans as a violent city. The negative associations national voters have of Louisiana focus on cultural differences, disasters, and poverty. However, “dangerous, too much crime” ranked second among negative characteristics identified by Louisiana residents as seen in Figure 8. However, Louisiana has had some successes. As seen in Figure 18, in 2008 crime was a deterrent for 18.2% of site selectors and in 2010 it was for 9.1%.

There were numerous news stories about crime in New Orleans following Hurricane Katrina—nearly all of them negative—portraying looters and telling stories of rape and murder in the Louisiana Superdome and other shelters. Some reporters noted that people took staples, like diapers and baby formula, while others took televisions and sneakers. Moreover, lumped into crime stories on New Orleans during Katrina were stories of police officers engaging in illegal behavior. There were widely reported cases of shootings in the city and of the police having to desist rescue operations to enforce the law.

In many crime stories, New Orleans was compared to other Gulf Coast cities and states. The media identified the rising murder and crime rates in Houston following Hurricane Katrina. Many Houstonians placed the blame squarely on the shoulders of Katrina evacuees. Crime was the second most common theme on Fox News from August 29 to September 30, 2005, preceded only by the storm's destruction. Crime stories on Fox News were far more prevalent in coverage on New Orleans, while reports from Mississippi were more generic.¹⁷

¹⁷ The articles and transcripts retrieved for this analysis were gathered by defining “New Orleans” as an exclusionary term. A full comparison of coverage on Mississippi and New Orleans media representation associated with the storm is not reliable with only the current data.

From “The O’Reilly Factor:”

KASICH: Rick, we just have a few seconds left. Looting, you know, there's been stories of looting in New Orleans. We've seen it. Any problem with that at all in Mississippi from what you hear?

LEVENTHAL: We haven't seen any evidence of it. We've heard some talk about incidents of it. It may be going on. You know, people may be stealing anything from food to gasoline.¹⁸

And the next day from “Hannity & Colmes:”

But it seems to me that the planning to provide law enforcement, they could have been borrowed from other parts of the state, could have been inserted that the city of New Orleans. Frankly, it was insufficient, and I think we're going to have to ask a lot of questions about why there's so much lawlessness in the city of New Orleans.¹⁹

Crime stories surrounding Katrina were reported on CNN with significant frequency during Katrina and around the first anniversary of the storm. They diminish significantly in 2007 and 2008. The focus of the majority of these crime stories is on looting and lawlessness in the immediate aftermath of the flooding. During the immediate aftermath, coverage of crime on CNN was one of the least important topics, unlike Fox News. In 2006 it was 43% of the 2005 coverage, and 23% of the stories in 2006. There was far less coverage of crime in 2010. CNN’s coverage of the anniversaries of Hurricane Katrina did not continue stories of lawlessness and looting immediately after the storm as a regular feature of their reporting on the Hurricane.

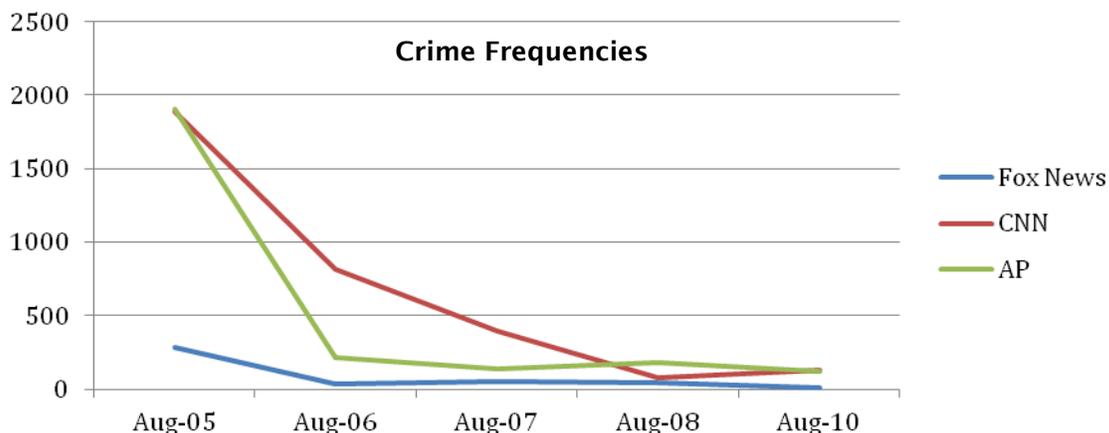


Figure 24. Number of media stories about crime in New Orleans. Nearly 100% of these stories were negative. There was only one article reviewed for this study which discussed the media exaggeration of lawlessness.²⁰

All outlets saw a sharp decline in reporting on crime over time. Crime was often a reference point across outlets when reporting on the aftermath of Hurricane Katrina. All news agencies characterized the days immediately after the breach of the levees as “lawless.” However, the characterization does not persist over the years.

¹⁸ John Kasich, THE O'REILLY FACTOR 8:00 PM EST, Fox News Network, August 30, 2005, Tuesday.

¹⁹ FOX HANNITY & COLMES 9:00 PM EST, Special: The Aftermath of Katrina, Fox News Network, August 31, 2005 Wednesday.

²⁰ The stories on Fox News are generally much longer, hence the lower frequency counts.

Corruption

Corruption might be the oldest public perception issue for Louisiana and New Orleans, from Scallywags and Carpetbaggers to Edwin Edwards' gubernatorial campaign (with the popular slogan "Vote for the Crook. It's important."). While honest politicians greatly outnumber those who abuse their power, focus remains on corruption in New Orleans. A large portion of the media's corruption stories following Hurricane Katrina focused on the amount of money channeled to Louisiana and the lack of visible rebuilding progress.

Over time, there has been some improvement in perception. As shown in Figure 23, corruption has become less of a deterrent preventing site selectors from recommending businesses move to Louisiana. However, our public opinion poll found corruption to be the top negative trait Louisianians associate with their state, followed by crime, and racial tension. Corruption ranked third among negative characteristics of Louisiana identified by national voters.

Following Hurricane Katrina, Mayor C. Ray Nagin bore the brunt of the media's critique, though no local or state official was safe. The federal government's failure is accepted *de facto*, but the failures and politics of the City of New Orleans dominated media discussions of government in 2007 and 2008. In particular, Mayor Nagin is the primary focus of many of these stories, and he is consistently portrayed in these two years as having bungled the rebuilding and restoration of New Orleans by not showing sufficient leadership. Reporters from the AP did not continue to question the federal response in 2007; they did however question the leadership of Mayor Nagin, asking whether or not he was leading New Orleans and what role the mayor should take to organize a massive city redevelopment, rebuilding, and rezoning effort. There are numerous references to ineffective or inept city government in the *Atlanta Journal-Constitution* in 2006. New Orleans' leadership, in particular Mayor Nagin's administration, is reported as indecisive and overly political.

Austin's *The Austin American-Statesman* in late September 2005 ran an editorial page critical of the Louisiana state government.

No one wants to address why the Louisiana government, known to be corrupt for years, didn't use federal funds properly and ignored the needs of its citizens. They also neglect to answer why the residents themselves didn't demand accountability from their government officials. It's no wonder many of the now homeless victims want to stay in other states. They are treated with respect, have more opportunity for employment and are able to get off welfare, thus a better life.

*Hopefully, many more will get an education, understand they must take responsibility for themselves and understand that the federal government is not here to provide, but to protect the citizens of the United States. Those who remain in Louisiana should clean out the government and remove those who have been part of the corruption.*²¹

Countering the representation of Mayor Nagin's performances in the national spotlight is no easy feat. The media profited by making a spectacle of the New Orleans mayor. It is unlikely that there would be as public a national stage for Mayor Landrieu to help lead a new campaign to help promote the City and counteract the persistent media representations that linger as a result of Hurricane Katrina.

²¹ Ackers, T. Letters to the Editor: New Orleans' Woes. *Austin American Statesman*, September 27, 2005.

Education

While this research does not specifically examine media content on education, post-Katrina stories generally focused on the destruction of schools, the low scores pre-Katrina, and the rebuilding process as opportunity to overhaul the New Orleans Public School system. Since Katrina, there have been numerous stories about the improvement of New Orleans public schools, including the costs and benefits of a charter system.

The public opinion poll showed 33% of national voters still believe the phrase “has low quality schools and public education” describes Louisiana “pretty well” or “very well”—48% of Louisiana residents believe this.²² Education has become less of a deterrent for site selectors—the percent of respondents identifying this issue went from 45.5% to 27.3%.²³

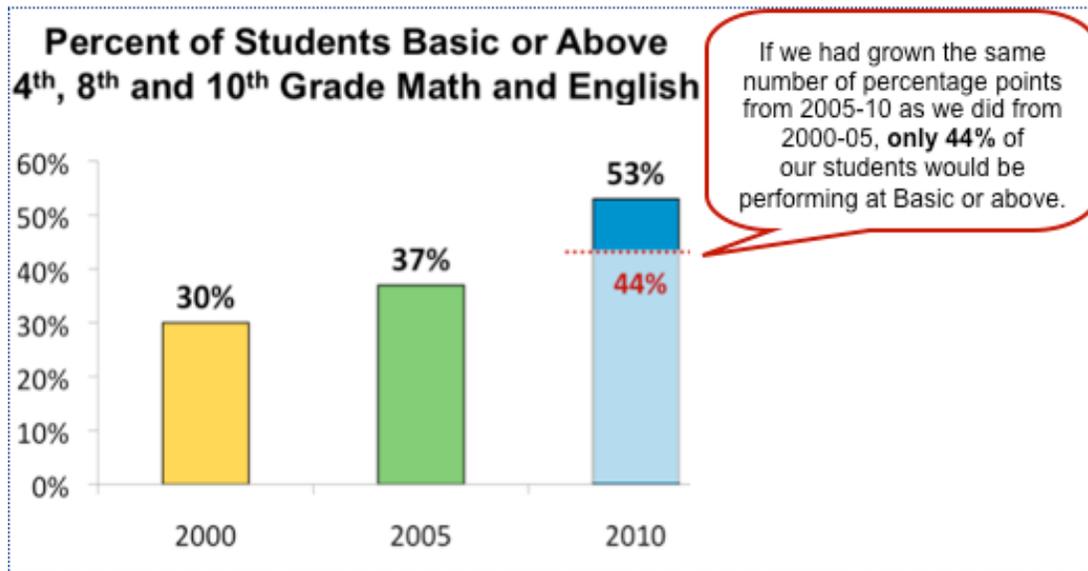


Figure 25. New Orleans schools were improving prior to Hurricane Katrina—though if they continued at the same rate the gains would not be as significant.²⁴

While New Orleans public schools still have significant room for improvement, public opinion about Louisiana education represents a “perception gap” where greater understanding of the situation could “close the gap” between perception and fact.

²² See Figures 14 and 15.

²³ See Figure 23 for more information on site selector deterrents.

²⁴ Source: www.educatenow.net

Moving to Louisiana

In order to comprehensively examine the business climate in Louisiana, this study addresses the fundamental need for a talented workforce. Education and the willingness of non-Louisiana residents to move to the state for an employment opportunity are key components to achieve this. Indeed, jobs are by far the strongest motivating factor for individuals considering a move.

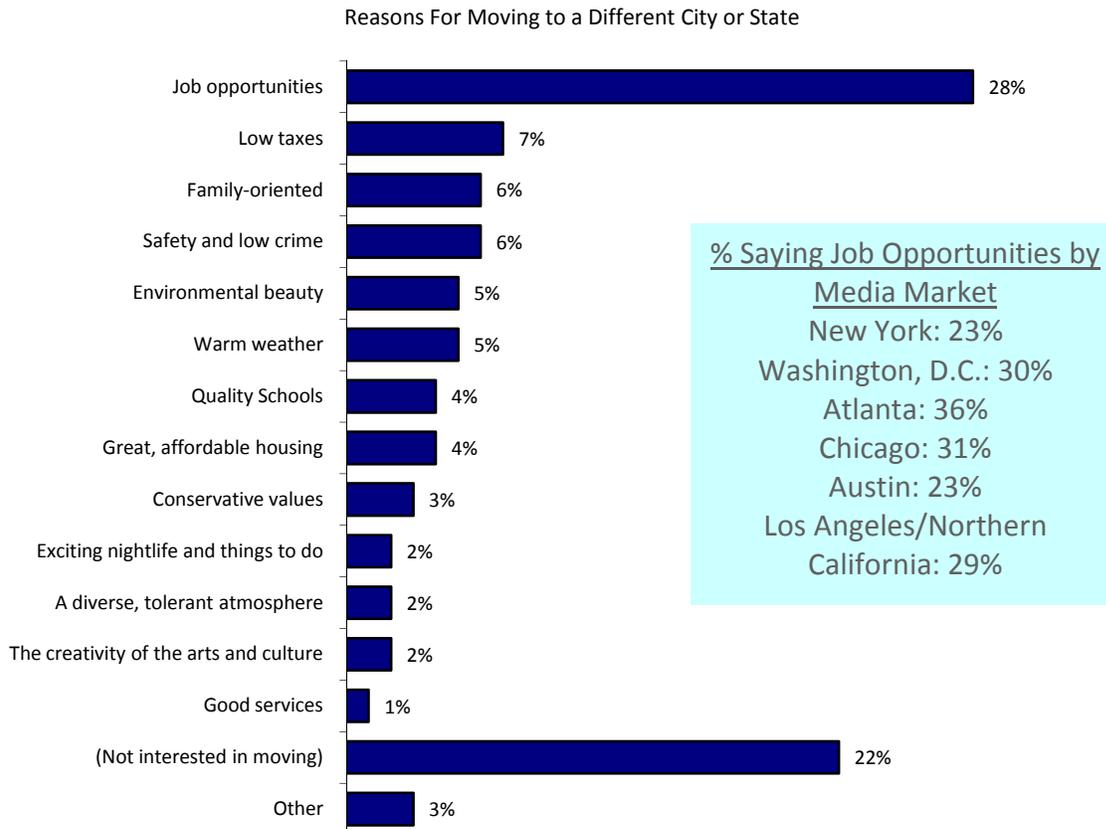


Figure 26. Public opinion poll results. Top reasons identified for moving to a different city or state.

At the outset, over a third of voters in the major markets say they would likely consider moving to Louisiana if the opportunity presented itself, representing a potential influx of millions into the state. The greatest motivation to relocate is the promise of enhanced economic opportunity. However, at this point in time, many outside the state doubt that Louisiana has sufficient job opportunities. In fact, a plurality believes there are fewer job opportunities in Louisiana than in the rest of the country. This constitutes one of the greatest barriers for Louisiana and New Orleans, and is a central misperception that must be dispelled.

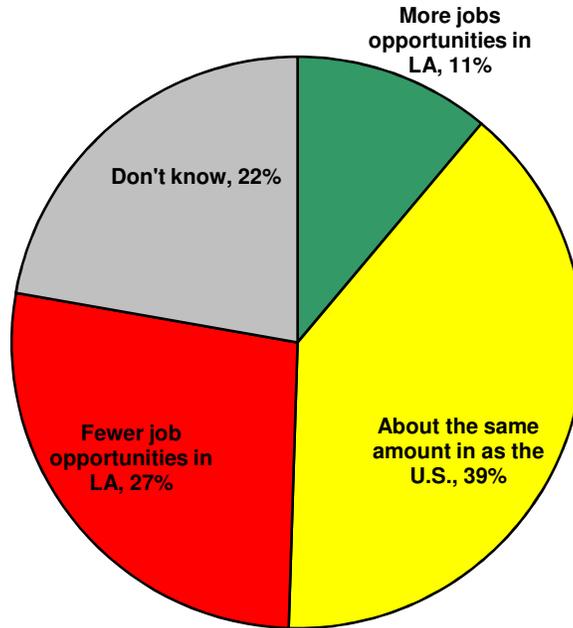


Figure 27. National opinion poll results. National perception of Louisiana job opportunities.

Highlighting the economic opportunities that await people who move to Louisiana, or businesses that seek to relocate, will be critical; voters outside the state do not currently see it as a hotbed of economic activity. Among those who would consider moving to Louisiana, the numbers are slightly better, but still only 14% believe that more job opportunities exist in Louisiana than the rest of the country. Voters in the New York, D.C., and California media markets are most likely to assume that there are fewer job opportunities in Louisiana.

In August 2006, one year after Hurricane Katrina, the *Atlanta Journal-Constitution* published articles covering the rebuilding and recovery. Many discussed jobs and the difficulty of finding work. This may have contributed to another “perception gap”—Louisiana has consistently had unemployment rates lower than the national average since Hurricane Katrina.

Over a third (37%) of voters in the major media markets say they would be likely to consider moving to Louisiana if the opportunity were to present itself. Voters in the D.C. and California media markets are among the most likely to consider relocating to Louisiana (46% likely and 40% likely, respectively).

While this 37% represents a potential massive influx of people and capital, correcting misperceptions surrounding Louisiana’s business climate and job opportunities in the state is critical, as these misperceptions only feed voters’ reticence to relocate. When asked to give their best guess as to whether Louisiana has more, less, or about the same amount of job opportunities as the rest of the country, a plurality (39%) says there are likely fewer; just over one-in-ten (11%) say there are likely more. Again, this is a central barrier for the campaign and an essential misperception to overcome, as a large plurality (28%) of voters outside the state says job opportunities are the most important reason they would move to a different city or state; the next highest reason receives just 7% (“low taxes”).

With more than one-third of voters in the biggest markets willing to consider relocating to Louisiana, this campaign has ample targets for persuasion. The most prominent include many groups of men, specifically unmarried men, younger men, non-college educated men, men who don't have children, men who identify as either Democrats or independents, as well as men in Los Angeles and Chicago. Additional targets—those who shift favorably in their attitudes about the possibility of relocating after additional information on Louisiana—include voters under 30, younger women, younger non-college educated voters, older voters in Los Angeles and Atlanta, younger voters in Chicago, and African Americans and Latinos.

The most convincing reasons to relocate to Louisiana position the state as a burgeoning economic powerhouse, including Louisiana's emergence as a hub for sustainable industries, its tax incentives for companies that create quality jobs, and New Orleans' ranking as the second-best employment market and third-fastest wage growth market in the United States.

Over one-third of voters in the major media markets—including over four-in-ten voters living in the D.C. and California markets—are likely to consider moving to Louisiana. All totaled, this represents a potential influx of millions into the state.

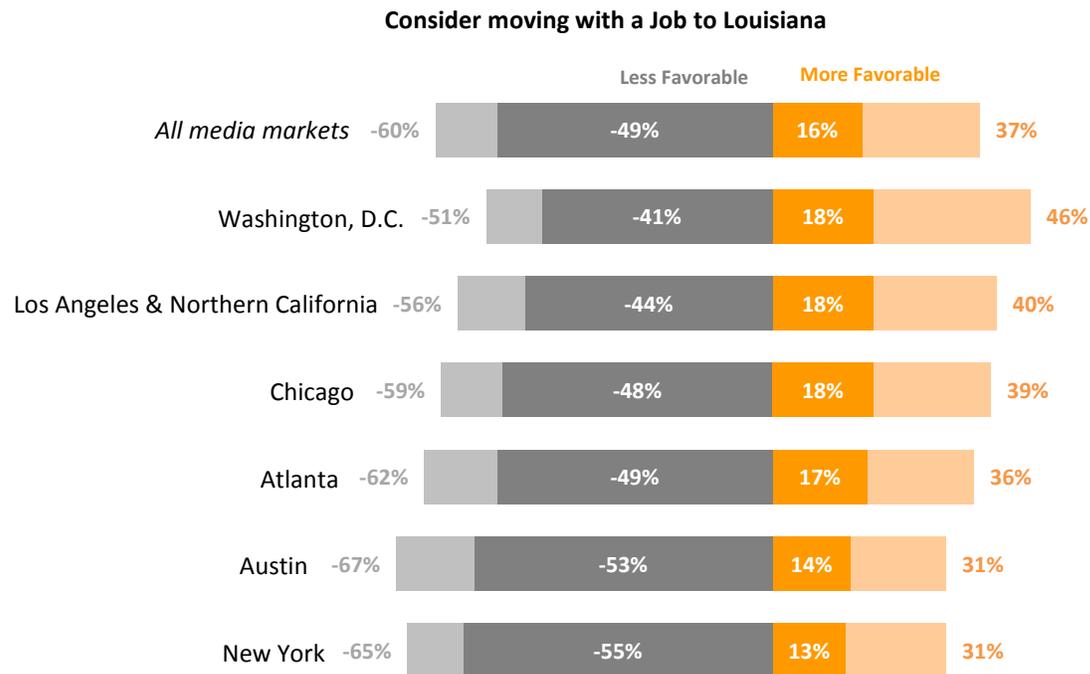


Figure 28. National opinion poll results. Percent of respondents who would consider moving to Louisiana for a job, by media market. Darker colors indicate greater intensity.

Those least likely to consider moving for a job or job opportunity include many groups of voters who are likely in or near retirement. This includes older New Yorkers, older Chicagoans, older women, seniors—especially those over 75, and widowers. Women living in Austin and New York, independent women, those working part time, younger voters living in Austin, and younger Republicans are also disproportionately less likely to consider moving.

While all voters grow more likely to consider moving to Louisiana after being provided information about the jobs, business climate, and attractions of the state, those most

likely to shift disproportionately include Latinos, voters under 30, weak Democrats, younger women, voters with a post-graduate degree, voters living in Los Angeles, younger non-college educated voters, and voters who are divorced.

Across the major media markets, voters respond strongly to arguments that communicate Louisiana’s rich culture, great food, and efforts to bring jobs to the state. While other messages pertaining to the emergent economic opportunities in Louisiana have less intensity (though similarly broad reach), the economic dimensions of the brand are vital to its success.

Come To LA Messages— National Media Markets

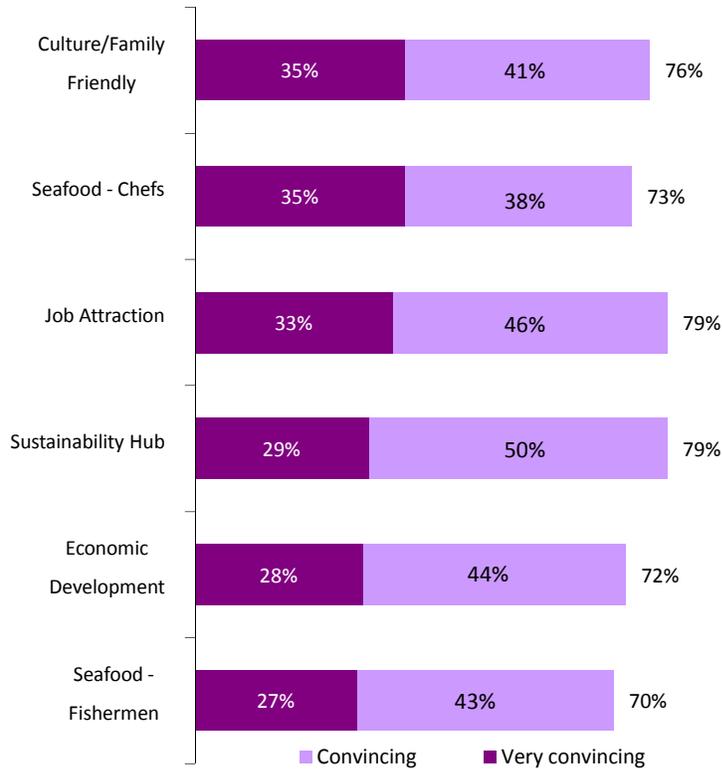


Figure 29. National opinion poll results. Among national respondents, the most convincing messages that incentivize a move to Louisiana. See Appendix F for the full text of these messages.

All of the messages benefit from greater breadth and intensity among our targets. While arguments to come to Louisiana for cultural and culinary reasons remain strong, a message detailing Louisiana’s commitment and proactive approach to creating and attracting jobs through grants, tax incentives, and loans for small businesses and entrepreneurs is especially popular among these voters.

Come to LA Messages—Consider Moving to Louisiana Targets

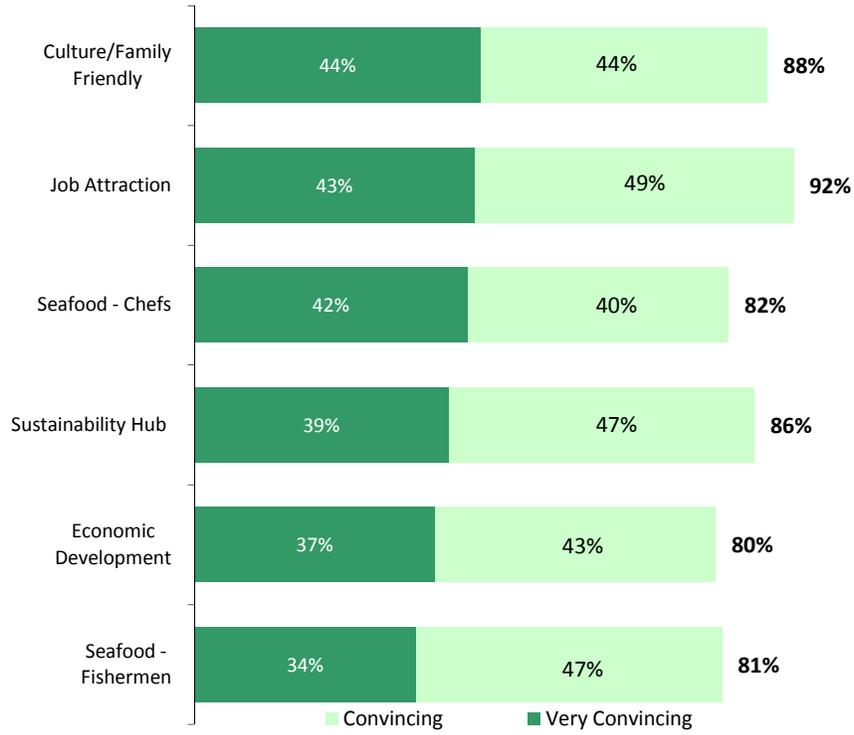


Figure 30. National opinion poll results. Among national respondents willing to move to Louisiana, the most convincing messages that incentivize a move to Louisiana. Full text of messages in Appendix F.

Louisiana as a place for business

Encouragingly, voters are quite receptive to new information about Louisiana. The most compelling reasons for recommending Louisiana as a place to relocate for business, or as a place in which to invest, are rooted in potential for Louisiana to develop as a leader in sustainable and green industries as well as tax incentives for new job creation.

Perhaps our central challenge is that voters outside the state do not currently see Louisiana as a beacon of either economic prosperity or opportunity. Voters in New York, D.C., and California are most susceptible to this misperception. Correcting this misperception is a key imperative, as job opportunities dominate the reasons why someone would consider moving to a different city or state. Those most likely to consider moving to Louisiana include many groups of men: unmarried men, younger men, non-college educated men, men who don't have children, men who identify as either Democrats or independents, as well as men in Los Angeles and Chicago. Those who shift toward considering relocation after additional information include voters under 30, younger women, younger non-college educated voters, older voters in Los Angeles and Atlanta, younger voters in Chicago, and African Americans and Latinos.

While the incentives for companies that create jobs and assistance and resources for small businesses comprise some of the most convincing reasons to do business in the state among Louisianians, playing up the state's uniqueness, which makes it a hub for sustainable industries, is both the most intensely and broadly convincing. Given the resonance of "green technology" over "sustainable industries," however, the language in this message should be changed accordingly.

Convincing to Do Business in LA—Louisianians

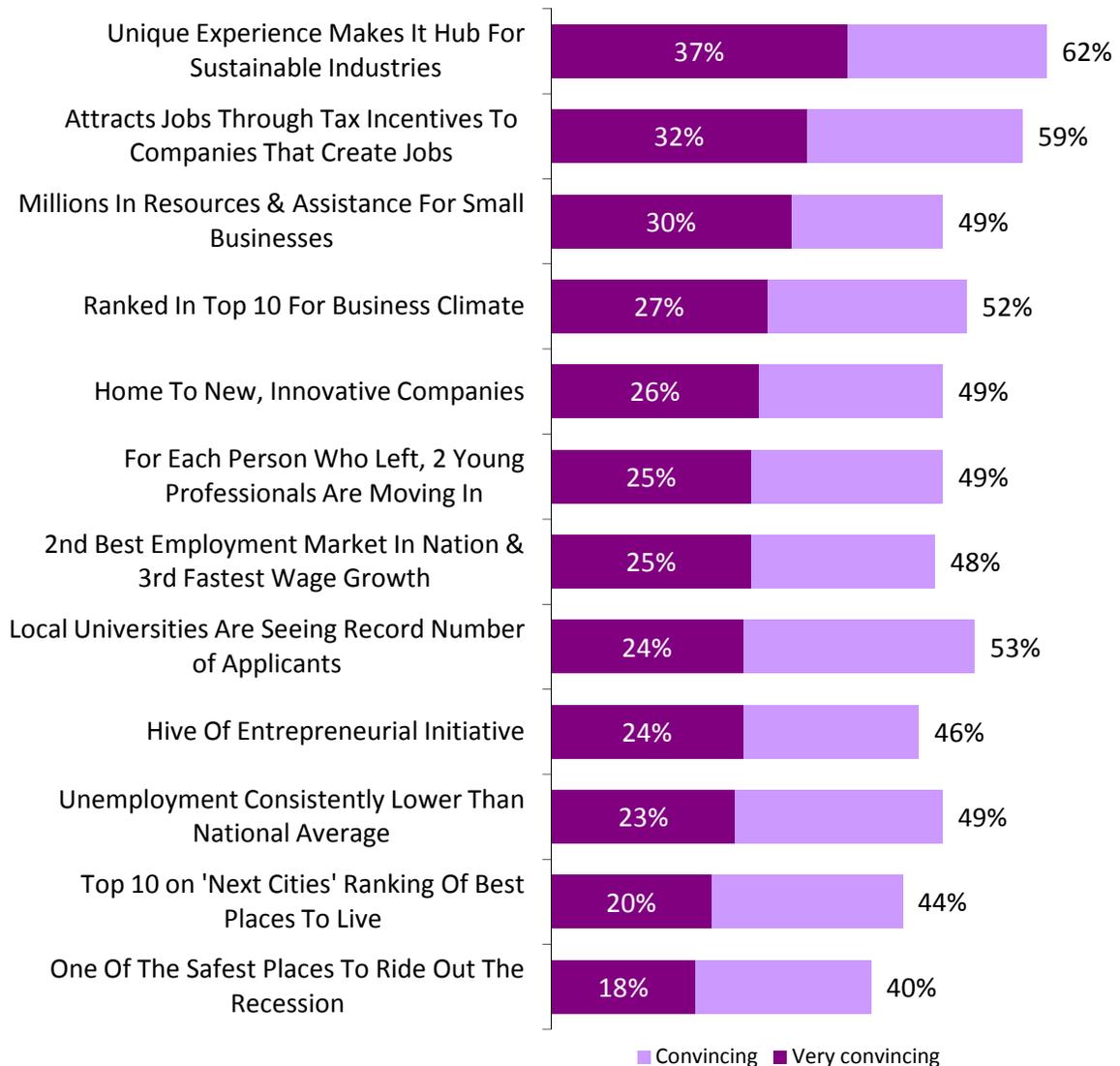


Figure 31. State opinion poll results. Among Louisianians, the most convincing messages to start a business, or invest, in Louisiana. Full text of messages in Appendix E. Darker colors indicate greater intensity.

Similarly, in the nation’s major media markets, the top arguments for doing business in Louisiana focus on the resources and assistance to businesses, the promotion of job creation through tax incentives, and the state being a hub for green technology jobs. The impressive ratings of Louisiana’s employment market and wage growth are also compelling.

Convincing to Do Business in LA—Media Markets



Figure 32. National opinion poll results. Among national voters, the most convincing messages to start a business in, or move a business to, Louisiana. Full text of messages in Appendix E. Darker colors indicate greater intensity.

While site selectors have some concerns about recommending a move to Louisiana, they believe the business climate in Louisiana is becoming more accommodating to their clients.

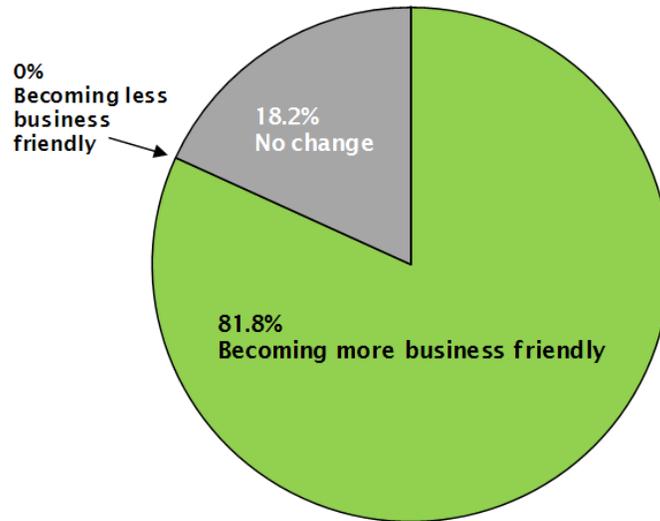


Figure 33. National target survey results—Site selectors. National site selectors’ perceptions of the changes in Louisiana’s business climate.

Site recommendations are often industry specific. Site selector respondents to the poll identified “Energy, Oil and Gas” and “Sustainable/Green Industry” businesses as generating the most frequent recommendations to move to Louisiana.

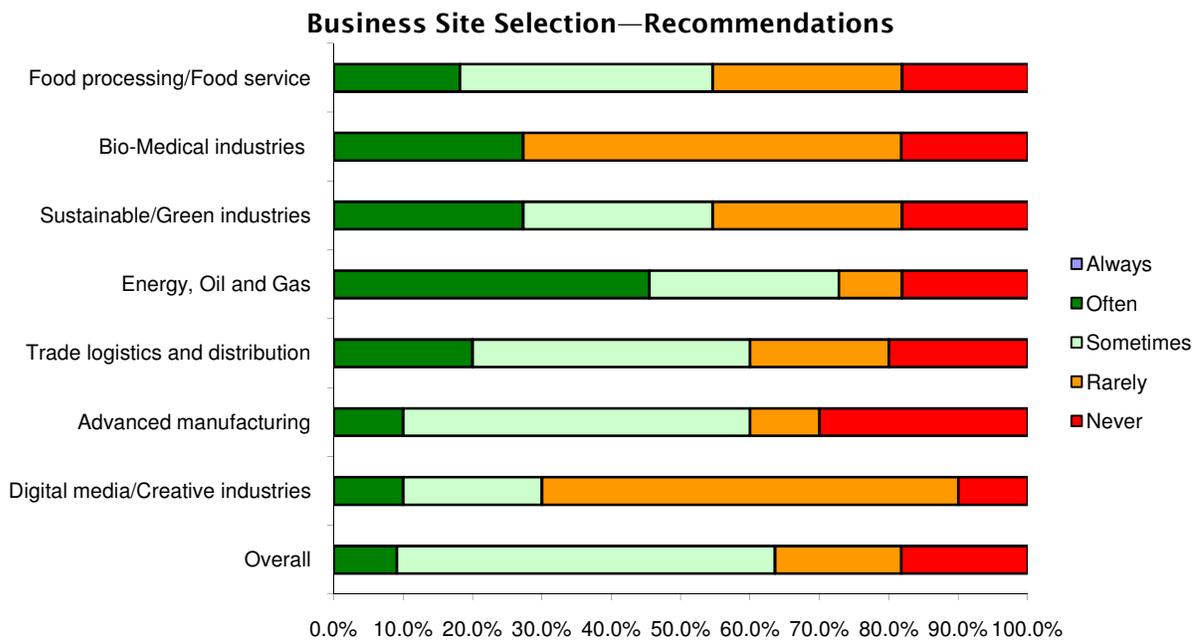


Figure 34. National target survey results—Site selectors. Frequency national site selectors recommend business locate in Louisiana.

Green and Sustainable Industries

Energy, Oil and Gas industries have found comfortable homes along Louisiana’s coast for decades thanks to the state’s abundance of natural resources including shallow water and offshore oil wells. The results of the target survey with site selectors suggest this trend will continue—the Sustainable/Green industry was recommended to move to Louisiana the most often after Energy, Oil and Gas. This represents a potential niche market for Louisiana and the Greater New Orleans region. Additionally, 41% of national

voters in major media markets said that messaging centered on Louisiana's unique experiences making it a hub for sustainable industry is a very convincing reason to do business in the state. The strength of this argument was only exceeded by tax incentives supporting job development. The sustainable industries message was the most convincing for Louisiana residents. The term "Green technology" resonated stronger with survey participants than "Sustainable industries," which should be noted when designing messaging material.

Media Coverage

Business was used as a study topic in order to examine if there are particular associations with business and New Orleans in the wake of Hurricane Katrina. The data were analyzed to determine both positive and negative connotations of New Orleans with business. The majority of business stories focused on business recovering in New Orleans, besides the questions of local business, the only two major sectors covered were tourism and oil exploration and oil/gas production.

Most business coverage of New Orleans in the time frames of Hurricane Katrina has more to do with local businesses getting up and running. The only stories on the business climate of New Orleans had to do with established businesses recuperating from Hurricane Katrina, or business owners and talent moving out of Louisiana and finding jobs in new communities. Occasionally, stories like that of the redeployment of the Oreck Vacuum Cleaner facility in New Orleans covered the positive business climate of New Orleans. But stories on growth and technology or the redeveloping economy were not found in the three major national media outlets searched within the study period. Searches for topics including technology, workforce development, education, and new investment yielded no significant results.

The New York Times post-Katrina focused on the businesses that had been struggling to regain their momentum and on the struggles ahead in the face of the government's slow response in construction funding and other aid. *The New York Times* also looked at the cost of rebuilding and the need for capital, both in terms of rebuilding for the city, and in the micro sense for households and small businesses. Their reporting, however, was always on the lack of money and insufficiencies in the delivery of aid and support even one year after the storm.

Only a handful of articles in the *Atlanta Journal-Constitution* in August 2006 covered the business climate in New Orleans, though several mentioned that tourism-related businesses were up and running, and that the French Quarter was intact. There was no mention of local technology businesses, high-skilled workers, or the development of new infrastructure. There is very little coverage of advanced jobs, software, technology, or new media jobs in the Greater New Orleans area. There were no direct references to entrepreneurship that was active in the city. Many articles, especially those from Atlanta, point to the fact that businesses moved with their talent from New Orleans to Atlanta.

In analyzing the coverage of the Deepwater Horizon Oil Spill, the outcomes were similar, with far more coverage going to the impacts of the Oil Spill on local businesses, focusing on loss of revenue and local business along the Gulf Coast. There was no significant correlation between business and New Orleans in the study period. Articles that covered business were focused on the impact that perception of the oil spill had on tourism in Gulf Coast communities, and the impacts on the fishermen, along the Louisiana coast. The only discussions of technology during this period had to do with the technology being deployed to clean up the oil spill. There were no discussions of technology-related business in the Greater New Orleans area. Media representation of education issues were mentioned very rarely and, if they were covered, were on charter

schools and K-12 education. There was no discussion of high-tech jobs, higher education towards economic development, or talent development goals.

Section II Conclusion

In every economy the relationship between business and workforce is one of mutual dependence; however, nowhere is this relationship as critical as in Louisiana. The mass-evacuation of residents following Hurricane Katrina decreased the state's workforce availability especially in the Greater New Orleans region. More than five years later, the region has rebounded to remain nearly stable despite a nationwide recession. Additionally, the state has consistently reported unemployment rates lower than national average. Despite this, Louisiana is still viewed as a state with few employment opportunities by voters in national media markets with only 11% of survey participants believing there are more job opportunities in Louisiana compared to the rest of the country. More than double that amount (27%) believes there are fewer job opportunities in Louisiana than elsewhere. By far, the most important factor to national residents when considering a move to another state or city is job availability. While some of this may be linked to the lack of positive media coverage about jobs and businesses following Hurricane Katrina and the Oil Spill, this remains a significant obstacle to overcome.

There is increasing potential for Louisiana to become a hub of green and sustainable industry. As site selectors continue recommend businesses in this industry move all or part of their business to the state, job opportunities in this sector will increase. This can motivate Louisianians who otherwise might have moved away and national residents to look to Louisiana as a potential place to work and live.

Federal Responsibility for the Gulf region

Voters believe federal aid in restoration is a high priority. Fully four-fifths of voters in the nation's major media markets believe it is important for the federal government to take steps to restore the health of the Gulf Region.

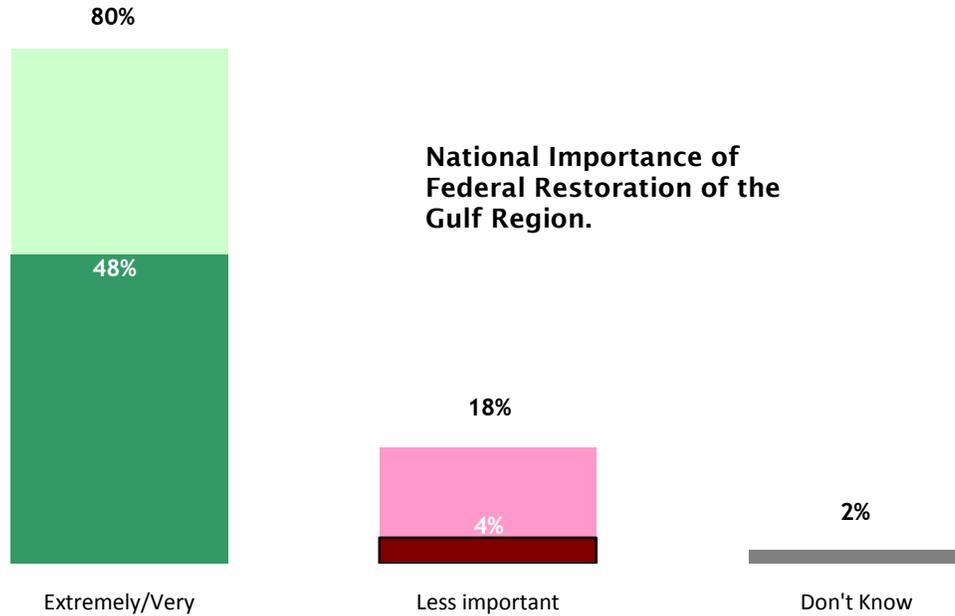


Figure 35. Public opinion poll results. National opinion on the importance of federal aid in Gulf Region restoration—"How important of a priority is it for the federal government to take steps to restore the health of the Gulf region?" Darker colors indicate greater intensity.

Those who would consider moving to Louisiana are especially likely to feel this way, and nearly three in five say they believe it is an extremely important priority. Restoring the health of the Gulf Region is a particularly high priority among voters in the New York, D.C., and California markets.

Following Hurricane Katrina, federal responsibility for clean-up and recovery in Louisiana and along the Gulf Coast was a common theme. However, there are critical shifts in the media representation of government throughout the study periods. CNN's coverage of government in the year of Katrina and the years following demonstrates first and foremost the federal government's failure over the first year of the storm (2005 and 2006), but the representation shifts in years 2007 and 2008. The federal government's failure is accepted *de facto*, but the failures and politics of the City of New Orleans dominate discussions of government in 2007 and 2008. This coverage may contribute to the ongoing belief in federal responsibility to support an area it failed in a time of crisis. Media representation of federal failure following Hurricane Katrina and, to a lesser extent during the Oil Spill, may have contributed to the public currently prioritizing federal assistance to the region.

Conclusion

This research suggests that, with the exception of seafood safety, Hurricane Katrina and the Deepwater Horizon Oil Spill did not cripple the nation's image of the state of Louisiana or the Greater New Orleans region. Interestingly, in all areas, including seafood, these disasters which were devastating in many areas, increased public awareness of the state and region. This attention represents a unique opportunity to capture the public's interest and present the nation (and world) with information about the economic opportunity and quality of life benefits Southeast Louisiana has to offer.

The terrain for a Louisiana re-branding effort in the nation's major media markets is quite fertile. Both outside the state (in New York, Los Angeles, San Francisco, Chicago, Washington, Atlanta, and Austin) and within, voters hold positive impressions of Louisiana, and of New Orleans in particular, and have many rich associations with the state's culture, character, resilience, and economic potential. The most important associations to reinforce are Louisiana's unique appeal as an optimal place to live, work, and raise a family; its cultural diversity; its prime suitability as a place for job creation and business investment; its pristine beauty and orientation toward environmentalism; and its toughness in the face of hardship and its ability to bounce back.

Messaging

Messages that capitalize on existing associations with the state—as a place that is culturally rich in arts, music, and food—and provide new information on the state's emergence as an economic powerhouse in the job-creating industries of the future are both broadly and intensely convincing. In addition, target voters who are most likely to consider relocating also respond enthusiastically to messages that delve into the state's culinary supremacy, including the world renown of its chefs and its seafood.

Encouragingly, voters outside the state are open and receptive to new information about Louisiana. After learning more about the state (a simulation of a substantial educational effort), a noticeable and positive shift in public attitudes takes place. While at the beginning of the survey, 37% say they would be very or somewhat likely to move to Louisiana if their job were relocated there, by the end of the survey that number jumps ten points to 47%.

Louisiana's world-renowned restaurants, chefs, and seafood are popular reasons to come to Louisiana for all but Californians. The family-friendly nature of Louisiana and the varied attractions for people of all ages are especially compelling arguments for those in D.C. and California. Austin voters respond well to Louisiana's business-friendly climate and efforts to boost economic development.

% Saying Very Convincing	All Media Markets	New York	Washington, D.C.	Atlanta	Chicago	Austin	Los Angeles & Northern California
CULTURE/FAMILY FRIENDLY	35%	27%	35%	39%	28%	34%	46%
SEAFOOD - CHEFS	35%	32%	35%	42%	30%	36%	37%
JOB ATTRACTION	33%	28%	31%	32%	24%	30%	44%
SUSTAINABILITY HUB	29%	21%	34%	24%	28%	31%	38%
ECONOMIC DEVELOPMENT	28%	29%	23%	31%	25%	36%	26%
SEAFOOD - FISHERMEN	27%	21%	32%	24%	22%	29%	35%

Figure 36. National opinion poll results. Among national voters, the level of strength messages have in convincing them to come to Louisiana. See Appendix F for full message text.

Within the New York media market, voters overall respond well to the Seafood/Chefs message, though men and younger voters also prioritize the Job Attraction message. A media strategy in D.C. may require a more segmented approach. Women and older voters focus on the Culture/Family Friendly arguments, while men and younger voters are more moved by the Sustainability Hub message. Both younger and older voters in Atlanta respond to the Seafood/Chefs message, though younger voters—and women—also find the Culture/Family Friendly message a compelling reason to come to Louisiana. Atlanta men are most receptive to the Job Attraction message. Women and younger voters in Chicago find the Seafood/ Chefs message most convincing, while older Chicagoans are moved by the Culture/Family Friendly message and men by the Sustainability Hub message. Younger voters and women in Austin respond strongly to the Economic Development message; women also respond to the Job Attraction message. Nearly half of men and older voters find the Seafood/ Chefs message the most convincing reason to come to Louisiana. Interestingly, Austin is the only major media market tested where men find the Seafood/ Chefs message most compelling. While men and older Californians respond most strongly to the Culture/Family Friendly message, both women and younger Californians respond more intensely to the Job Attraction message. Of all the media markets, California responds to these messages with the greatest intensity.

Key Recommendations

- 1) Build on existing strengths associated with Louisiana and New Orleans—in particular: the state’s cultural richness and diversity; its toughness; and its ability to bounce back from hardships.
- 2) Expand the brand to include associations that are currently less robust, but central to generating enthusiasm for people to come to the state, including: Louisiana’s primacy as a great place to live, work, and raise a family; its protectiveness over its unique and pristine environment; and its ideal suitability for increased job creation and business investment.
- 3) Message strategy should reflect these various dimensions, aligning with the voters’ chief criteria for considering a potential move to Louisiana: job opportunities and quality of life factors. Consequently, messages surrounding Louisiana’s cultural richness, family-friendly nature, and proactive—and already

successful—approach to attracting and creating jobs resonate most strongly among our targets.

- 4) The most convincing economic arguments for relocating to the state for businesses emphasize: the job creating incentives for small businesses and entrepreneurs; the central and unique role the state is already playing as a hub for green technology; and the impressive national attention the state is garnering for its business climate and emergence as a job-creating economic powerhouse.
- 5) It is important to recognize, however, that last of these, in particular, represents a core conflict for many potential in-migrants, who assume that Louisiana is as bad or worse off than the rest of the country when it comes to job opportunities. Correcting this misperception—and overcoming this barrier to a successful brand—is imperative.
- 6) Louisiana chefs and fishermen have unique roles to play in convincing non-Louisianians to purchase seafood and visit the state. Fishermen are convincing validators of the safety of Louisiana’s seafood; Louisiana chefs are optimal ambassadors for the state’s culinary prowess—a key attraction for potential visitors and those who would consider relocating to the state. When it comes to promoting Louisiana’s seafood, voters want to know that the FDA has repeatedly inspected and certified Louisiana seafood as safe to eat after the oil spill and that Louisiana fishermen still eat and feed their families with their own catches. Avoid talking about the cost of seafood, as voters may believe that cost follows demand and/or quality. Furthermore, arguments invoking cost are among the least convincing reasons for voters to try, or recommend trying, Louisiana seafood.
- 7) The main targets for this branding effort—those adults who would consider relocating to Louisiana for work—tend to be unmarried men, younger men, non-college educated men, men who don’t have children, men who identify as either Democrats or independents, and regionally, men in the Los Angeles and Chicago media markets. A second tier of targets—those who become disproportionately more open to the possibility of relocating to Louisiana after hearing additional information about the state—include voters under 30, younger women, younger non-college educated voters, older voters in Los Angeles and Atlanta, younger voters in Chicago, and African Americans and Latinos.
- 8) The initial messages and materials developed from this work should be refined and honed with additional research, both quantitative and qualitative.

A major marketing campaign would require significant investment, for a multi-year period. Our research suggests that it is time for such a campaign to educate the rest of the world about the extraordinary economic and quality-of-life opportunities currently available in Greater New Orleans and Louisiana.

Appendix A

Survey for Economic Impact Series Part III Distributed to Site Selectors

1. How often would you estimate you recommend business clients move all or part of their business to Louisiana?

Overall

Always—Often—Sometimes—Rarely—Never—Don't know

Digital media/Creative industries

Always—Often— Sometimes —Rarely—Never—Don't know

Advanced manufacturing

Always—Often— Sometimes —Rarely—Never—Don't know

Trade logistics and distribution

Always—Often— Sometimes —Rarely—Never—Don't know

Energy, Oil and Gas

Always—Often— Sometimes —Rarely—Never—Don't know

Sustainable/Green industries

Always—Often— Sometimes —Rarely—Never—Don't know

Bio-Medical industries

Always—Often— Sometimes —Rarely—Never—Don't know

Food processing/Food service

Always—Often— Sometimes —Rarely—Never—Don't know

2. Please rank the three most common reasons for excluding Louisiana from site recommendations in 2008?

- Education system
- Crime
- Corruption
- Workforce availability
- Tax Policy
- Environmental risks
- Hurricane/Flood zone location
- Other _____

3. Please rank the three most common reasons for excluding Louisiana from site recommendations currently?

- Education system
- Crime
- Corruption
- Workforce availability
- Tax Policy
- Environmental risks
- Hurricane/Flood zone location
- Other _____

4. If you make a recommendation to a business to move to Louisiana, how do executives in the following industries generally respond?

Overall

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Digital media/Creative industries

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Advanced manufacturing

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Trade logistics and distribution

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Energy, Oil and Gas

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Sustainable/Green industries

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Bio-Medical industries

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

Food processing/Food service

Very favorable—Favorable—Neutral—Unfavorable—Very unfavorable—Don't know

5. Overall how do you perceive the direction of the business climate in Louisiana?
Becoming more business friendly—No change—Becoming less business friendly

6. Can we call you if we have follow up questions?

No/Yes Phone #_____

Appendix B

Seafood Distributors Target Phone Surveys protocol

Interviewer: _____ Date: _____
Business Name: _____ Interview #: _____
Interviewee Name: _____ Interview Contact: _____

Italics = Say

Plain text = think

Hello! My name is _____ and I am calling from Greater New Orleans, Inc. We are conducting a ten minute phone survey to gather information for our Economic Impact Series on the oil spill. Is there someone I could speak to about the distribution of Gulf and Louisiana seafood?

[If transferred, repeat introduction, replacing “Is there someone I could speak to...” with “May I ask you a few questions...”]

Before we begin, I want to ensure you that your responses will be kept anonymous. If you would like we would be happy to thank your business by name in our acknowledgements paragraph. [Include in acknowledgements? Y/N]

[Begin survey]

1. *How many employees does your business have?*

2. *What type of businesses are your primary clientele?*

__Grocery stores/Retail

__Restaurants

__Schools

__Defense institutions (Army, Navy, Air Force, etc.)

__Other _____

3. *What geographic areas do you supply to?*

[check all that apply, if they say something like “East Coast” ask them to be more specific about the area.]

- New York
- Washington, D.C.
- Atlanta
- Chicago
- Austin
- Los Angeles
- San Francisco
- Louisiana
- Other _____

4. *How important is Gulf seafood to your business?*

Very important—Somewhat important—Somewhat unimportant—Very unimportant

5. *How important is Louisiana seafood to your business?*

Very important—Somewhat important—Somewhat unimportant—Very unimportant

6. *What percent of the product you sell is Gulf seafood? _____%*

7. *What percent of the product you sell is Louisiana seafood? _____%*

[If both percentages are zero, thank them for their time and skip the remainder of this survey.]

8. *What were your main seafood products in 2008?*

[check all that apply]

- Oysters
- Shrimp
- Blue crab
- Finfish
- Yellowfin Tuna
- Black Drum
- Menhaden and Striped Mullet
- Other _____

9. *What are your main seafood products now?*

[check all that apply]

- Oysters
- Shrimp
- Blue crab
- Finfish
- Yellowfin Tuna
- Black Drum
- Menhaden and Striped Mullet
- Other _____

10. *Please rank the following factors in order of importance when ordering seafood:*

- Location of origin
- Brand
- Price
- Another factor _____

Next, I have a few questions about the supply and demand for seafood. Simple estimates such as "Increased" or "Decreased" are fine.

11. *Compared to this time last year, the general **demand** for **seafood** has:*

- Increased—Remained the same—Decreased—Don't know

12. *Compared to this time last year, the general **demand** for **shrimp** has:*
Increased—Remained the same—Decreased—Don't know
13. *Compared to this time last year, the general **demand** for **oysters** has:*
Increased—Remained the same—Decreased—Don't know
14. *Compared to this time last year, the general **demand** for **Gulf seafood** has:*
Increased—Remained the same—Decreased—Don't know
15. *Compared to this time last year, the general **demand** for **Louisiana seafood** has:*
Increased—Remained the same—Decreased—Don't know
16. *Compared to this time last year, the general **supply** of **seafood** has:*
Increased—Remained the same—Decreased—Don't know
17. *Compared to this time last year, the general **supply** of **shrimp** has:*
Increased—Remained the same—Decreased—Don't know
18. *Compared to this time last year, the general **supply** of **oysters** has:*
Increased—Remained the same—Decreased—Don't know
19. *Compared to this time last year, the general **supply** of **Gulf seafood** has:*
Increased—Remained the same—Decreased—Don't know
20. *Compared to this time last year, the general **supply** of **Louisiana seafood** has:*
Increased—Remained the same—Decreased—Don't know
21. *If your supply of Louisiana seafood cannot meet the demand, what would/do you do?*

This completes our survey. Do you have anything you would like to add? [Record comments.]

The final report will be available on or before February 28, 2011 under the "Downloads" tab at www.gnoinc.org. If you would like to provide an email address we would be happy to send it to you directly. [Record email address at the top of page 1].

Thank you so much for your time. This research would not be possible without you.

Appendix C

Survey for Economic Impact Series Part III Distributed to restaurant owners

1. Do you serve seafood in your restaurant?
Yes/No, If No you may skip the remainder of this survey.

2. How important is seafood to your business?
Critical—Very important—Somewhat important—Marginally important—Unimportant

3. Does your menu reflect seafood location of origin?
Yes/No/Sometimes

4. Please rank the following factors that in terms of their level of influence in your decision when purchasing seafood:
__Popular opinion/Media coverage
__Safety concerns
__Location of origin
__Price
__Availability
__Customer feedback/Customer demand
__Other _____

5. How often did your customers ask about the location of origin of the seafood you served?
In 2004 (before Hurricane Katrina):
Always—Often—Somewhat often—Rarely—Never—Don't know
In 2006 (after Hurricane Katrina):
Always—Often—Somewhat often—Rarely—Never—Don't know
In 2010 (after the BP oil spill):
Always—Often—Somewhat often—Rarely—Never—Don't know

6. If customers did ask about location of origin, how did you perceive their opinion?
In 2004 (before Hurricane Katrina):
Favorable—Neutral—Unfavorable—Don't know
In 2006 (after Hurricane Katrina):
Favorable—Neutral—Unfavorable—Don't know
In 2010 (after the BP oil spill):
Favorable—Neutral—Unfavorable—Don't know

7. Can we call you if we have follow up questions?
No/Yes Phone # _____

Appendix D
Media Content Analysis—Coding Terms

1. money
2. business
3. crime
4. seafood
5. shrimp
6. oyster
7. fishing
8. hurricane
9. water
10. levee
11. work
12. rebuilding
13. repair
14. devastation
15. safety
16. tourism
17. government
18. leader
19. leadership
20. evacuate
21. evacuee
22. technology
23. murder
24. refugee
25. danger
26. oil
27. looting
28. shooting
29. violence
30. police
31. corruption
32. educate
33. education
34. market
35. professional
36. dining
37. worker
38. health
39. American
40. service
41. economic
42. product
43. depress
44. safety
45. security
46. tourist
47. skill
48. industry
49. sales
50. cost
51. labor
52. party
53. industry

Appendix E

Message Text

- Louisiana was ranked in the top 10 in the nation for its business climate by “Site Selection” magazine.
- Louisiana is attracting jobs through a program that provides tax incentives to companies that create quality jobs and promote economic development in the state.
- New Orleans has been listed as the 2nd best employment market in the nation with the 3rd fastest wage-growth in the United States.
- Entrepreneur magazine has called New Orleans a hive of entrepreneurial initiative.
- For every one professional that left after the storm, two younger professionals are moving in, giving the region a vibrant and well-educated work force.
- Louisiana’s unique experience in responding to disasters like the oil spill and Hurricane Katrina makes it a hub for sustainable industries like water management, green technology, and energy efficiency, which could create 90 thousand good-paying jobs in Louisiana in the next 20 years.
- New Orleans is ranked in the top 10 on a “Next Cities” ranking of best places to live and work for young professionals.
- Louisiana has millions in resources and assistance to grant to small businesses that want to start or expand in the state.
- Unemployment in Louisiana has consistently been lower than the national average.
- BusinessWeek named the New Orleans region one of the safest places in the nation to ride out the recession.
- Local universities are seeing a record number of applicants, and those graduates can make up a vibrant and well-educated work force.
- Louisiana is becoming home to new, innovative companies in advanced manufacturing, communications and digital media, which are flocking to the state, while local companies are expanding as well.

Appendix F

MESSAGE TEXT—ASKED OF THOSE IN THE MEDIA MARKETS

- **[CULTURE/ FAMILY FRIENDLY]** There's something for everyone in Louisiana, making it a great place to take a family and kids. With a thriving music scene, delicious Cajun and Creole food, tons of festivals, a unique history and culture, and beautiful beaches and wildlife, Louisiana has something to offer everyone, making it the perfect vacation spot for travelers of all ages.
- **[SEAFOOD—CHEFS]** Louisiana is home to some of the greatest chefs in the country and has been repeatedly recognized for the freshness, quality, and inventiveness of its cuisine by The Food Network and food critics around the country. Louisiana chefs refuse to settle for any ingredient that's less than top quality, and that's why they only use Louisiana seafood in their world-renowned restaurants.
- **[JOB ATTRACTION]** As unemployment runs rampant nationwide, Louisiana is actively taking steps to create and attract jobs. Between offering grants, tax incentives, and other programs to those that create or retain jobs in Louisiana, and giving loans to those wanting to start or grow small businesses in the state, they have made sure that Louisiana is a state where good-paying jobs can't be outsourced—and are gained, not lost.
- **[SUSTAINABILITY HUB]** As Louisianians recover from the oil spill and Hurricane Katrina, the state has a unique opportunity: to become a world-class hub of sustainable innovation and production. Louisiana businesses are turning to industries like water management, green technology, and energy efficiency, and independent reports say these sustainable industries will create over 90 thousand good-paying jobs in the state over the next 20 years.
- **[ECONOMIC DEVELOPMENT]** Many states are struggling in these tough economic times, but Louisiana's climate for businesses—big and small—is thriving. The state's business climate was ranked in the top 10 in the nation, up from 25th last year, making it the state for entrepreneurs, small businesses, and established companies to start up or expand their operations. And a strong economic backbone means a better quality of life.
- **[SEAFOOD—FISHERMEN]** Louisiana's commercial and recreational fishermen alike know there's no comparison when it comes to Louisiana's seafood. In fact, the Gulf accounts for one quarter of our national seafood catch. Since the clean-up efforts finished months ago, fishermen have returned to Louisiana waters for the quality, variety, and size of the fish.