



CONFIDENTIAL MEMORANDUM

TO: NATIONAL TAXPAYERS UNION
 FROM: TONY FABRIZIO
 RE: PRIORITIES OF ARIZONA VOTERS
 DATE: JUNE 3, 2020

Fabrizio, Lee & Associates recently completed a survey of 500 likely general election voters in Arizona and probed voters on the subjects of technology, the economy, and their priorities for their State Attorney General.

BOTTOM LINE: Arizona voters think of the tech industry and key tech companies very positively. These voters have many priorities for their Attorney General, including cracking down on human trafficking and prosecuting criminals.

- **Arizona voters view key tech companies and the industry as a whole very positively.**

Q: From the following list of names, organizations and companies, would you say you have a favorable or unfavorable opinion of each person, organization or company? If you have no opinion or have never heard of the person or organization, just say so. (RANDOMIZE LIST)

	TOTAL FAVORABLE	TOTAL UNFAVORABLE	No Opinion	Never Heard Of
Google	66	17	13	3
Facebook	42	40	17	1
Amazon	75	13	11	1
Tech Industry	37	9	17	37

- **These voters want their AG focused on cracking down on human trafficking, prosecuting criminals and going after price gougers. Cracking down on elder abuse and antitrust investigations are the lowest priorities to Arizonans.**

<i>Q: In your opinion, which of the following should be the MOST important priority of your State Attorney General?</i>				
	All	GOP	Ind	Dem
Cracking down on human trafficking	22	27	23	15
Prosecuting criminals	21	30	21	9
Prosecuting companies that gouge consumers during and after disasters like floods, hurricanes or tornadoes or the coronavirus pandemic	18	11	16	29
Protecting consumers from fraud	14	12	15	17
Suing drug manufacturers to recover the costs state taxpayers paid to treat people addicted to oxycontin and other pain killers	7	3	7	11
Cracking down on elder abuse	4	4	2	4

Investigating companies for antitrust violations	3	2	5	3
All equally (Do Not Read)	8	8	8	8
Other (Do Not Read)	4	3	3	4

- **Suing drug companies for addiction treatment and investigating companies for antitrust violations are among the top activities these voters would LEAST want their state AG to spend taxpayer money on. It scores even higher among Republicans and Democrats, with voters seeing many other issues facing the AG's office as more of a focus for tax dollars.**

<i>Q: And which of the following, in your opinion, would you LEAST like to have the State Attorney General spend tax dollars on?</i>				
	<i>All</i>	<i>GOP</i>	<i>Ind</i>	<i>Dem</i>
Suing drug manufacturers to recover the costs state taxpayers paid to treat people addicted to oxycontin and other pain killers	20	24	20	17
Prosecuting companies that gouge consumers during and after disasters like floods, hurricanes or tornadoes or the coronavirus pandemic	19	23	26	11
Investigating companies for antitrust violations	17	21	10	20
Prosecuting criminals	8	3	8	14
Protecting consumers from fraud	7	5	11	5
Cracking down on human trafficking	6	5	8	7
Cracking down on elder abuse	6	6	4	7
All equally (Do Not Read)	5	5	4	6
Other (Do Not Read)	11	9	9	14

- **Given the strain the Coronavirus crisis has placed on Arizona's state budget, 69% of voters say spending tax dollars investigating companies like Google is just a minor priority or not one at all. Three quarters of Democrats, along with nearly two thirds of Republicans and Independents, see it as a minor or non-issue. Just 7% of voters call it a top priority.**

<i>Q: Given the financial strain that the coronavirus is currently placing on state budgets, how much of a priority should your State Attorney General give to spending tax dollars to investigate tech companies like Google? In your opinion, should spending the tax dollars to investigate be...</i>				
	<i>All</i>	<i>GOP</i>	<i>Ind</i>	<i>Dem</i>
A top priority	7	10	7	5
A major priority	20	24	17	16
A minor priority	45	44	47	45
Not a priority at all	24	20	21	30
DK/Refused (Do Not Read)	4	2	8	4

METHODOLOGY STATEMENT: Fabrizio, Lee and Associates conducted a survey of 500 likely general election voters in Arizona between May 12-17, 2020 using live call operators dialing from a randomized voter list of registered voters. Sample frame was stratified to represent likely voter distribution by county & DMA. Landline interviews accounted for 33% of the sample and cell phone interviews 67%. Gender, age, party registration, education and race/ethnicity were weighted to statewide likely voter targets. Margin of error for this survey is +/- 4.38% at the 95% confidence interval.

KEY DEMOGRAPHICS

PARTY	
Republican	39
Independent/Other	25
Democrat	33
Refused	3

AGE	
18-34	19
35-44	14
45-54	18
55-64	19
65-74	15
75+	13
Refused	2

GENDER	
Male	47
Female	53

RACE/ETHNICITY	
White	73
Latino/Hispanic	17
African American/Black	3
Native American	3
Asian American	2
Other	*
Prefer not to say	2

COUNTY/DMA	
PHOENIX DMA	79
Maricopa Co.	60
Rest of DMA	19
TUCSON DMA	19
Pima Co.	16
Rest of DMA	3
YUMA DMA	2

EDUCATION	
High School or Less	19
Some College	39
College+	41
Refused	1