# FABRIZIO LEE

<u>**CONFIDENTIAL  MEMORANDUM**</u>

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

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

<u>*BOTTOM LINE:*</u> **Voters in Louisiana see the tech industry and some of the key tech companies in a positive light. This electorate has many priorities for their State Attorney General, especially prosecuting criminals and companies that price gouge during emergencies, and cracking down on human trafficking.**

- **Louisiana voters view some of the top tech companies and the industry favorably.**

*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 FAVOR-ABLE | TOTAL UNFAVOR-ABLE | No Opinion | Never Heard Of |
|---|---|---|---|---|
| Google | **68** | **17** | 12 | 3 |
| Facebook | **49** | **36** | 13 | 2 |
| Amazon | **71** | **17** | 8 | 4 |
| Tech Industry | **33** | **8** | 21 | 37 |

- **Louisianans want their AG working on prosecuting criminals, chasing companies who price gouge and cracking down on human trafficking. Antitrust investigations and suing drug manufacturers for the impact of their pain killers are less of a priority.**

| *Q: In your opinion, which of the following should be the MOST important priority of your State Attorney General?* | | | | |
|---|---|---|---|---|
|  | *All* | *GOP* | *Ind* | *Dem* |
| Prosecuting criminals | 19 | 27 | 20 | 13 |
| Prosecuting companies that gouge consumers during and after disasters like floods, hurricanes or tornadoes or the coronavirus pandemic | 19 | 17 | 15 | 23 |
| Cracking down on human trafficking | 18 | 15 | 26 | 15 |
| Protecting consumers from fraud | 10 | 8 | 7 | 12 |
| Cracking down on elder abuse | 8 | 10 | 7 | 9 |

| | | | | |
|---|---|---|---|---|
| Suing drug manufacturers to recover the costs state taxpayers paid to treat people addicted to OxyContin and other pain killers | 8 | 11 | 8 | 5 |
| Investigating companies for antitrust violations | 4 | 1 | 6 | 6 |
| All equally (Do Not Read) | 9 | 8 | 9 | 10 |
| Other (Do Not Read) | 5 | 4 | 2 | 6 |

- **Suing companies for the impact of pain killers and antitrust investigations top the list of what these voters LEAST want their state AG to spend tax dollars on. They rank even higher with Republicans and Independents.**

| Q: And which of the following, in your opinion, would you LEAST like to have the State Attorney General spend tax dollars on? | | | | |
|---|---|---|---|---|
| | *All* | *GOP* | *Ind* | *Dem* |
| Suing drug manufacturers to recover the costs state taxpayers paid to treat people addicted to OxyContin and other pain killers | 25 | 28 | 28 | 21 |
| Investigating companies for antitrust violations | 18 | 24 | 22 | 13 |
| Prosecuting companies that gouge consumers during and after disasters like floods, hurricanes or tornadoes or the coronavirus pandemic | 16 | 17 | 15 | 16 |
| Prosecuting criminals | 9 | 6 | 5 | 13 |
| Protecting consumers from fraud | 7 | 5 | 6 | 8 |
| Cracking down on human trafficking | 6 | 5 | 6 | 8 |
| Cracking down on elder abuse | 6 | 4 | 6 | 8 |
| All equally (Do Not Read) | 5 | 5 | 7 | 4 |
| Other (Do Not Read) | 7 | 5 | 3 | 10 |

- **Given how the Coronavirus crisis is impacting Louisiana's budget, 71% of voters say spending tax dollars to investigate companies is just a minor priority or not one at all. These investigations are seen as a minor or non-issue across party lines. Only 6% of voters call it a top priority.**

| 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… | | | | |
|---|---|---|---|---|
| | *All* | *GOP* | *Ind* | *Dem* |
| A top priority | 6 | 7 | 2 | 8 |
| A major priority | 20 | 21 | 18 | 20 |
| A minor priority | 45 | 43 | 51 | 44 |
| Not a priority at all | 26 | 25 | 25 | 27 |
| DK/Refused (Do Not Read) | 3 | 4 | 5 | * |

*METHODOLOGY STATEMENT: Fabrizio, Lee and Associates conducted a survey of 500 likely general election voters in Louisiana 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 28% of the sample and cell phone interviews 72%. 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 | 32 |
| Independent/Other | 24 |
| Democrat | 41 |
| Refused | 3 |

| AGE | |
|---|---|
| 18-34 | 18 |
| 35-44 | 15 |
| 45-54 | 17 |
| 55-64 | 21 |
| 65-74 | 18 |
| 75+ | 8 |
| Refused | 3 |

| GENDER | |
|---|---|
| Male | 44 |
| Female | 56 |

| RACE/ETHNICITY | |
|---|---|
| White | 64 |
| African American/Black | 30 |
| Latino/Hispanic | 2 |
| Asian American | 1 |
| Other | 1 |
| Prefer not to say | 2 |

| COUNTY/DMA | |
|---|---|
| **NEW ORLEANS DMA** | **35** |
| Jefferson Parish | 9 |
| Orleans Parish | 9 |
| **BATON ROUGE DMA** | **19** |
| East Baton Rouge Parish | 10 |
| **LAFAYETTE DMA** | **14** |
| Lafayette Parish | 5 |
| **SHREVEPORT DMA** | **12** |
| Caddo Parish | 6 |
| **MONROE DMA** | **9** |
| **LAKE CHARLES DMA** | **6** |
| **ALEXANDRIA DMA** | **5** |

| EDUCATION | |
|---|---|
| High School or Less | 21 |
| Some College | 34 |
| College+ | 45 |
| Refused | - |