



TO: Americans for Prosperity- Louisiana  
FROM: Brock McCleary, President  
Date: February 10, 2016  
RE: Key Poll Findings – Louisiana Statewide Survey

### ***Direction of Louisiana***

A majority of voters in Louisiana say things in the state are “off on the wrong track” (53%) while just 28% say things are “generally headed in the right direction.” Republicans (25%/63%), Democrats (31%/47%) and Independents (24%/53%) all echo this sentiment.

### ***Taxes: Too High or Too Low?***

When asked about the amount of state and local taxes they pay now, 93% of Louisiana voters say that amount is either “too high” (46%) or “about right” (47%). Only 5% say the amount of taxes they currently pay is “too low.” Women are more likely than men to consider their taxes to be too high (women: 50%/42%, men: 40%/53%).

### ***Rating the Tax Proposals***

Voters were read a statement about the state budget deficit and Governor Edwards’ plan to raise tax revenue. Voters were then read a series of specific proposals included in the plan and asked to say whether they favor or oppose each proposal. *Please see Table 1 for a breakdown of voter opinion on the proposals by various demographics.*

The three proposals which generated the most negative sentiment were the personal income tax increase, the sales tax increase, and the telephone tax increase. The Personal Income Tax increase generates the strongest opposition from Moderates (84%) and Independents (92%) of all the proposals. Younger voters aged 18-29 strongly oppose the personal income tax (80%) and the telephone tax (79%).

A majority of likely voters also oppose “the enforcement of a sales tax on items purchased online” (60%, 32% favor) and the increase in business taxes (59%, 29% favor). “The imposition of hotel taxes on short term rentals such as Airbnb” also generates a net negative response (37%/47%).

The only proposal that is favored by a majority of Louisiana voters is the increase in “Luxury taxes including increases in the tobacco and alcohol taxes” (58%/36%). The intensity gap on this proposal benefits those who favor it (42% strongly favor, 29% strongly oppose).

*METHODOLOGY: The sample size for the survey is 400 registered voters in Louisiana and the margin of error is +/-4.9%. Responses were gathered through live operator interviews to landlines and cellphones. The survey was conducted February 5-8, 2016 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.*

**Table 1**

Q: In an attempt to address Louisiana’s estimated 750 million dollar budget deficit for fiscal year 2016 and projected nearly two billion dollar budget deficit for fiscal year 2017, Governor Edwards recently proposed various new taxes and several tax increases. Now I am going to read you a series of tax proposals included in Governor Edwards’ plan. Please tell me whether you favor or oppose each proposal.

Proposal	Total Oppose	Strongly Oppose	Very Conservative Total Oppose	Somewhat Conservative Total Oppose	Mod. Total Oppose	Rep. Oppose	Dem. Oppose	Ind. Oppose	18-29 Oppose
<b>A personal income tax increase on middle-class working families.</b>	83%	74%	83%	86%	84%	91%	72%	92%	80%
<b>An increase in the telephone tax on both cell phones and land lines.</b>	80%	68%	87%	78%	78%	81%	74%	87%	79%
<b>A 25% sales tax increase on nearly every item you purchase, which would not only raise an estimated nine hundred million dollars annually but would be the highest average combined sales tax in the country.</b>	78%	67%	88%	86%	68%	92%	69%	80%	67%

Proposal	Total Oppose	Strongly Oppose	Very Conservative Total Oppose	Somewhat Conservative Total Oppose	Mod. Total Oppose	Rep. Oppose	Dem. Oppose	Ind. Oppose	18-29 Oppose
The enforcement of a sales tax on items purchased online.	60%	51%	73%	63%	54%	64%	56%	65%	49% (51% favor)
An increase in the business income tax, an expansion of the business franchise tax, and the elimination of other business tax credits.	59%	47%	72%	62%	51%	70%	50%	62%	51%
Imposition of hotel taxes on short term rentals such as Airbnb.	47%	35%	60%	44%	46%	58%	42% (42% favor)	42%	39% (45% favor)