

## Polling Memorandum

September 18, 2023

*The following memo is based on a national survey of 1,200 registered likely voters nationwide. The survey was conducted from August 9-11, 2023. The margin of error is +/- 2.8% at the 95% confidence level. The poll contains 36% Democrats, 35% Republicans, and 29% Independent/unaffiliated voters. The poll was stratified demographically to ensure a representative sample of likely 2024 voters.*

### **A Majority of Voters Oppose the Pending FTC Lawsuit Against Amazon**

A majority of voters oppose the pending FTC lawsuit against Amazon Prime. Sixty percent (60%) call it "big government overreach" while 23% believe it is necessary for consumer protection. Another 17% are unsure.

- By a 62%-21% margin, voters who live in the suburbs oppose the lawsuit. Suburban men and suburban women are both strongly opposed (61% and 63%).
- Among Democrats, 46% oppose the lawsuit while 32% are supportive.
- Among Independent voters, 60% oppose the lawsuit and 18% support it.
- Among Republicans, 74% of voters oppose the lawsuit, while 17% are supportive.
- Women are more likely than men to feel that the lawsuit is big government overreach and not necessary (62% and 58% respectively).
- Among voters 18-45, 56% oppose the lawsuit. Among voters 46-65, 62% oppose it, as do 64% of voters over the age of 65.
- Among current Prime members, 67% oppose the lawsuit.

### **Most Voters See the Pending Lawsuit as a Waste of Time and Resources**

We offered voters two opinion statements and asked them which was closer to their own opinion. The results offer good insight into the feelings that are driving their opposition to the lawsuit. Here are the overall results:

**Statement A:** By taking Amazon to court, the Federal Trade Commission is correctly prioritizing resources to protect consumers, and if they succeed, the outcome will benefit consumers. (20% agree)

**Statement B:** The Federal Trade Commission is wasting time and resources taking Amazon to court. There are more concerning businesses and industries the FTC should be scrutinizing. (65% agree)

The crosstabs really tell the story:

- Two thirds of all suburban voters (67%) agree that this is a waste of time and resources. This includes 66% of suburban men and 68% of suburban women.
- 54% of Democrats, 65% of Independents, and 76% of Republicans agree with Statement B.
- Both men (63%) and women (67%) agree with Statement B. In fact, among non-college women, 71% agree with statement B, and among suburban women, 68% agree with Statement B.
- Among Independent women, 68% agree with Statement B.
- Among current Prime members, 71% agree with Statement B.

The key takeaway is that the lawsuit is a political loser due to the opposition of suburban voters, female voters and swing voters.

### **Most Voters Want Their Elected Officials to Oppose the Lawsuit**

By a 65%-18% margin, voters believe that their elected representatives should oppose the lawsuit.

- By party, 52% of Democrats, 68% of Independents and 77% of Republicans would prefer their officials to oppose the lawsuit.
- Almost 7-in-10 (68%) of suburban voters want their leaders to oppose the lawsuit. That includes 68% of suburban men and 67% of suburban women.
- 72% of current Prime members want their elected leaders to oppose it.
- Both men (64%) and women (67%) want their elected officials to oppose the lawsuit.

### ***Key observation:***

Support for Amazon is high overall, as is opposition to the lawsuit. Suburban voters are particularly supportive of Amazon and opposed to the lawsuit. While philosophically, voters believe that government should stay out of the way and let the free market work, they also realize that if the lawsuit is successful, it can negatively impact their ability to receive needed items in a timely manner. To them, it is personal. This is a matter of the government overstepping their role, to be sure, but the result is a negative impact on them and their family.

### **About National Research Inc:**

*National Research Inc. is a Republican survey research firm located in central New Jersey. They have served as pollsters and advisors for successful Republican presidential, gubernatorial, and congressional campaigns for the past 30 years. In addition to their political polling, they've conducted opinion research in the gaming, finance, retail, telecommunications, and energy spaces. ([www.nationalresearchinc.com](http://www.nationalresearchinc.com))*