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## CONFIDENTIAL MEMORANDUM

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TO: INTERESTED PARTIES

FROM: DAVID LEE

RE: LETLOW ALREADY LEADS PRIMARY; SURGES FAR AHEAD WITH INFORMED TRUMP ENDORSEMENT

DATE: MARCH 16, 2026

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In a recent statewide survey of likely Republican primary voters in Louisiana (see methodology statement on last page), Fabrizio, Lee & Associates found Congresswoman Julia Letlow is in the lead in the race for the Republican nomination for Senate. Letlow is already slightly ahead of Senator Bill Cassidy despite Cassidy and his allies having spent nearly \$10 million on ads, most of it on attacks against Letlow. When Louisiana Republican Primary voters (RPV) are told President Trump has endorsed the Congresswoman, she pulls far ahead, with the race turning into a blowout.

### **Letlow leads Cassidy, Overcoming Spending Imbalance**

Julia Letlow leads the full ballot in the race for the Republican nomination over Bill Cassidy with John Fleming in 3<sup>rd</sup> after an initial ad buy from The Accountability Project touting President Trump's endorsement of the Congresswoman. The two-term incumbent, Bill Cassidy, only manages 26%, despite him and his allies wasting millions attacking Letlow.

<b>If the Republican primary election for U.S. Senator were held today, for which one of the following candidates would you vote?</b>	
Julia Letlow	27
Bill Cassidy	26
John Fleming	19
Mark Spencer	1
Undecided	28

In the head-to-head ballot against Cassidy, Letlow already has a double-digit lead at 46% for Letlow and just 34% for Cassidy.

<b>If the Republican primary election for U.S. Senator were held today and the candidates were Julia Letlow and Bill Cassidy, for whom would you vote?</b>	
Julia Letlow	46
Bill Cassidy	34
Undecided	20

**Significant Growth Potential Remains from Further Education of POTUS Endorsement**

When RPV are asked who they would vote for if they knew President Trump fully endorsed Julia Letlow, her one-point edge turns into a 29-point blowout, nearing the 50% mark. While initial investments in educating voters of the President’s endorsement have resulted in a narrow Letlow lead, more awareness will improve Letlow’s standing significantly.

<b>If you knew that President Trump fully endorsed Julia Letlow for U.S. Senator and the Republican primary election for U.S. Senate were held today, for which of the following candidates would you vote?</b>	
Julia Letlow	48
Bill Cassidy	19
John Fleming	14
Mark Spencer	2
Undecided	18

**BOTTOM LINE:** As more Louisiana Republican Primary Voters learn about President Trump’s endorsement of Julia Letlow, she will further solidify her lead in the race for the GOP nomination for Senate despite Cassidy and his allies spending millions attacking her.

**METHODOLOGY STATEMENT:** Fabrizio, Lee & Associates conducted a survey of 600 likely Republican primary voters in Louisiana from March 11-12, 2026. The interviews were split 40% live-operator cell phone/15% live-operator landline/45% SMS to web. Gender, age, race/ethnicity, party, and education were matched to demographic profiles of likely voters based on the voter file and census information. Respondents were randomly selected from lists of voters who were registered Republicans or No Party and either voted in at least 1 of the past 4 general elections or have registered to vote since the last general election. The margin of sampling error at the 95% confidence interval is  $\pm 4.0\%$ .

**KEY DEMOGRAPHICS**

**Race/Ethnicity**

White	89%
African American/Black	5
Latino/Hispanic	2
Asian American	1
Other (SPECIFY)	2
Refused (DO NOT READ)	1

**Education**

High School or less	25%
Some College	38
4-Year College degree+	37
DK/Refused (DO NOT READ)	<1

**Gender**

Female	53%
Male	47

**Age**

18-34	10%
35-44	15
45-54	13
55-64	22
65-74	18
75+	20
Refused (DO NOT READ)	1

**Party**

Republican	87%
No Party/Independent	13

**DMA**

New Orleans DMA	31%
Baton Rouge DMA	20
Lafayette DMA	16
Shreveport DMA	11
Monroe DMA	10
Lake Charles DMA	6
Alexandria DMA	6