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TO: INTERESTED PARTIES

FROM: CHRIS WILSON

SUBJECT: TEXAS STATEWIDE STUDY KEY FINDINGS

DATE: JANUARY 2, 2018

The following memorandum illustrates research findings from a statewide benchmark study conducted by WPA Intelligence among likely voters in Texas, regarding the 2018 U.S. Senate election. The survey was fielded from December 12-14, 2017, gathering insights from n=600 likely voters. The margin of error in this study is $\pm 4.0\%$.

Candidate Images

Nearly every likely voter is familiar with Senator Cruz (99%) and half (50%) have a favorable impression of him. Less than one-in-three likely voters (32%) are familiar with Representative O'Rourke and just over one-in-ten (14%) have a favorable impression of him.

	Ted Cruz	Beto O'Rourke
Favorable	50%	14%
Unfavorable	42%	7%
Name ID	99%	32%

Ballot

A majority of likely voters (52%) would vote for Senator Cruz if the election for U.S. Senate were held today, while only one-in-three (34%) would vote for Representative O'Rourke.

Ted Cruz	Beto O'Rourke	Undecided
52%	34%	13%

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Research Design

WPA Intelligence conducted a study of likely voters in Texas.

WPAi selected a random sample of likely voters from the Texas voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results

WPAi conducted 600 live telephone interviews (41% cell phone) from December 12-14, 2017. The study has a sample size of n=600 likely voters with a margin of error $\pm 4.0\%$ in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPAi for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.