

# Texas District 10 Voter Poll

August 2018

Blink Insights



# Research Design

524 completed surveys were collected between July 31 and Aug 4, 2018 with registered voters in the 10<sup>th</sup> Congressional District of Texas.

Participants qualified for the poll by meeting the following criteria:

- 18 years of age or older
- Registered to vote
- Live in a District 10 zip code
- Live in a District 10 county
- Those who said they are definitely not in the 10<sup>th</sup> District were removed
- 270 of the 524 completes came from consumers who are verified to live in District 10 by the sample source companies
- The margin of error is 4.3% at the 95% confidence level

The poll covered the following topics:

- Demographics (e.g. gender, race, age, education, etc.)
- Party preference and political viewpoint
- Likelihood to vote
- Importance of issues
- Familiarity with Siegel and McCaul
- Favorability of Siegel and McCaul (before candidate profile)
- Who they would vote for (before candidate profile)
- Scenarios impact on voting
- Favorability of Siegel and McCaul (after candidate profile)
- Who they would vote for (after candidate profile)

# Methodology

The raw distribution of completed surveys:

County:

- 34% Harris
- 33% Travis
- 33% Rural

Gender:

- 59% Female
- 41% Male

Age:

- 37% Under 45
- 34% 45-64
- 29% 65+

Political Party:

- 43% Republican
- 38% Democrat
- 19% Independent

Results are weighted to be representative of District 10:

County (Target 38%/35%/27%):

- 39% Harris
- 34% Travis
- 27% Rural

Gender (Target 52%/48%):

- 54% Female
- 46% Male

Age (Target 43%/35%/23%):

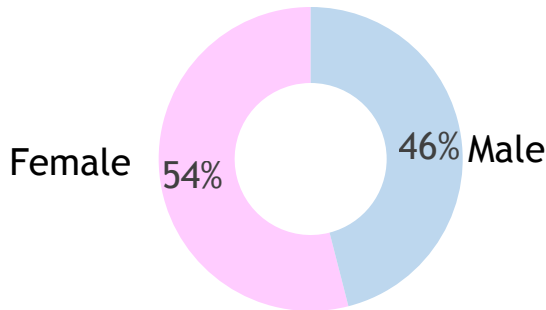
- 40% Under 45
- 39% 45-64
- 22% 65+

Political Party (Target 45%/39%/16%):

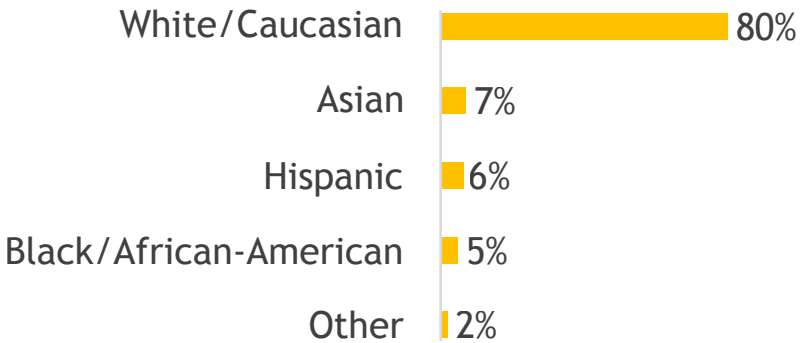
- 45% Republican
- 41% Democrat
- 14% Independent

# This is the demographic profile of the respondents.

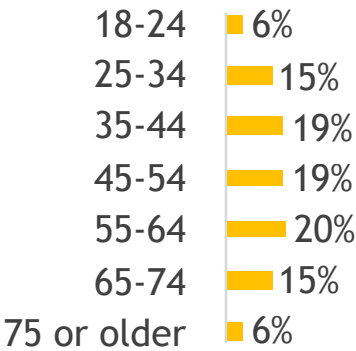
Gender



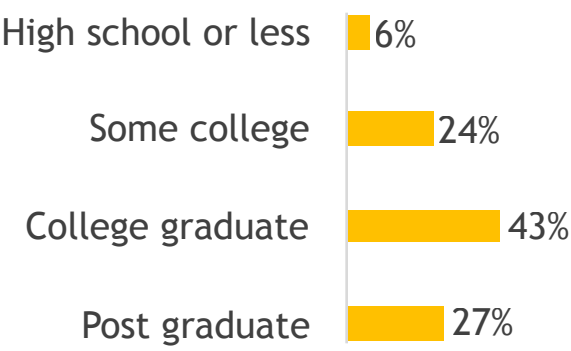
Ethnic Group



Age



Education

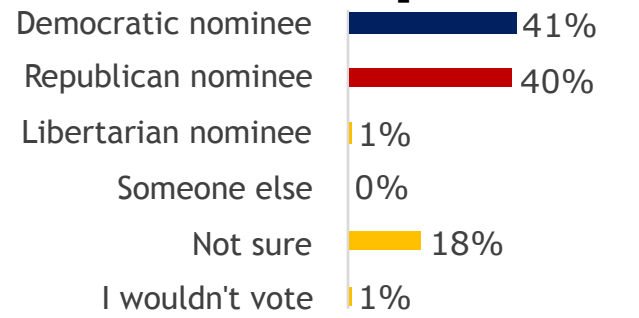


Q1. What is your gender?  
Q3. What racial or ethnic group best describes you?

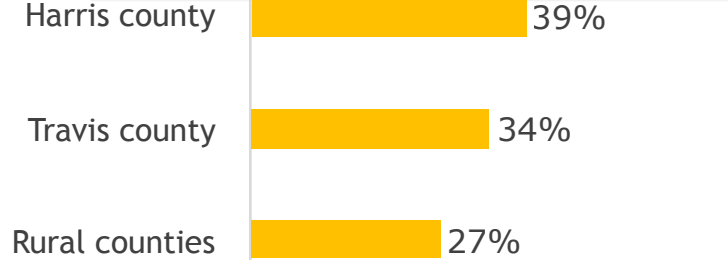
Q2. What is your age?  
Q4. What is the highest level of education you have completed?

Eight out of ten would vote for the party candidate without knowing who the nominee is.

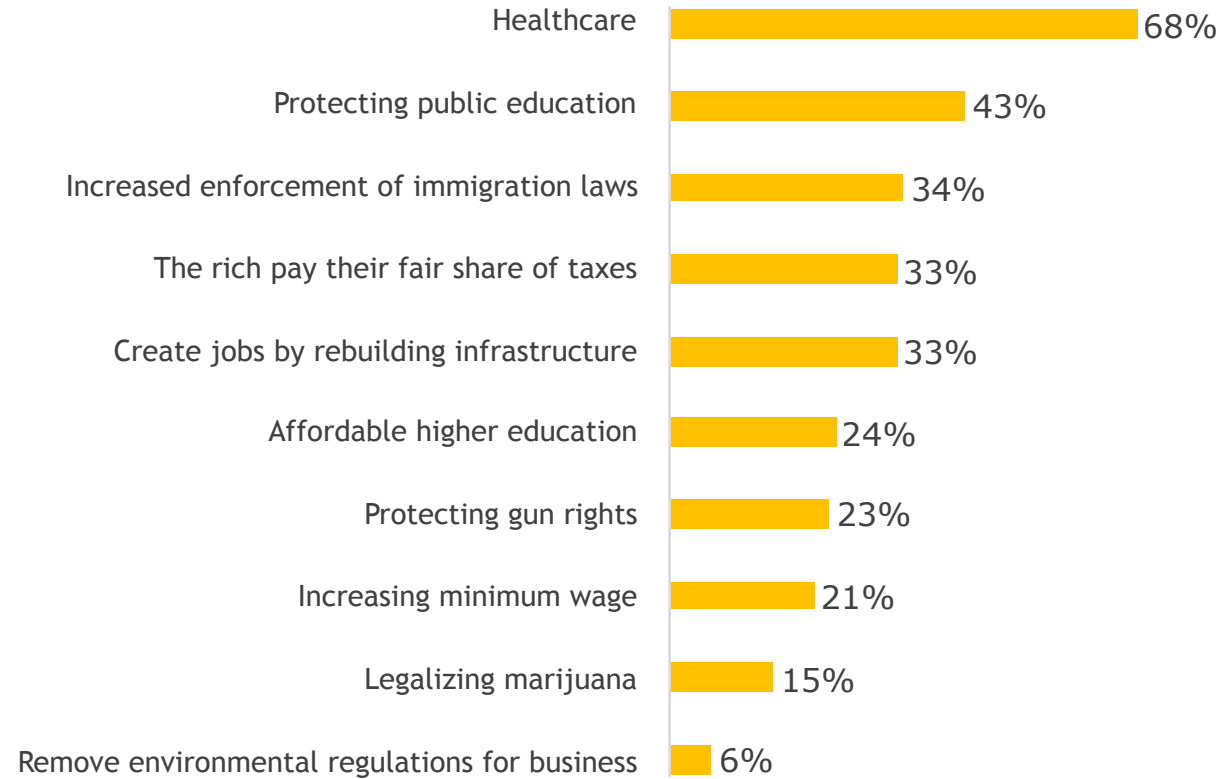
Which party would you vote for today? [PRE-PROFILE]



County in which you reside



Top Issues



Q9. The general election for U.S. House of Representatives for Texas's 10<sup>th</sup> Congressional District is coming up this November. If the congressional election were held today, who would you vote for?  
Q6. Which county do you live in?  
Q10. Please review and rank order the top 3 issues for you as you think about the upcoming midterm election.

Healthcare is the #1 issue for all sub-groups in District 10.

	#1 Issue	#2 Issue	#3 Issue
Democrats	Healthcare	Rich pay their fair share of taxes	Protecting public education
Republicans	Healthcare	Increased enforcement of immigration laws	Create jobs by rebuilding infrastructure
Independents	Healthcare	Rich pay their fair share of taxes	Protecting public education
Harris	Healthcare	Increased enforcement of immigration laws	Protecting public education
Travis	Healthcare	Protecting public education	Rich pay their fair share of taxes
Rural	Healthcare	Protecting public education	Create jobs by rebuilding infrastructure
Under 45	Healthcare	Protecting public education	Affordable higher education
45-64	Healthcare	Protecting public education	Rich pay their fair share of taxes
65+	Healthcare	Increased enforcement of immigration laws	Protecting public education
Female	Healthcare	Protecting public education	Rich pay their fair share of taxes
Male	Healthcare	Protecting public education	Create jobs by rebuilding infrastructure