

Hamilton Beattie & Staff



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MEMORANDUM

TO: Texas Credit Union League
FROM: Hamilton Beattie & Staff
DATE: November 10, 2005
RE: Democratic Primary Electorate in Texas

The following memo is based on a survey of 403 registered likely Democratic Primary voters statewide in Texas. Hamilton Beattie & Staff conducted telephone interviewing October 27-31, 2005. The margin of error for a sample of this size is ± 4.9 percentage points, at the 95% confidence level.

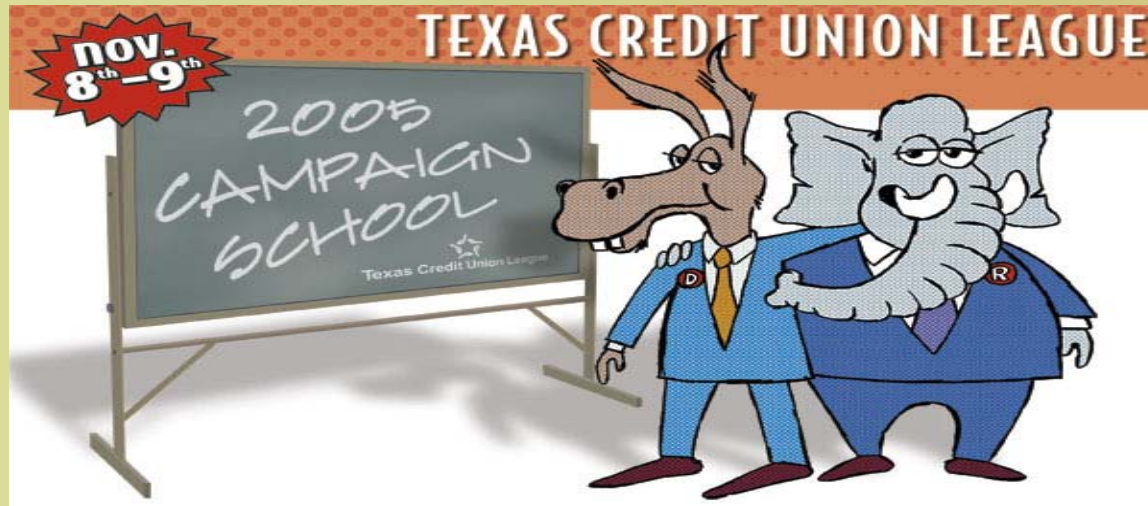
Key Findings

1. Democratic Primary voters in Texas are uncomfortable with the direction that the state is headed. Twenty-three percent (23%) of these voters say the state is headed in the right direction, compared to 65% who say it is headed in the wrong direction.
2. Overall, Democratic Primary voters are happy with the job that their incumbent Democratic legislators are doing. The job approval rating of Democrats in the state legislature is 65% approve – 27% disapprove. The job approval rating of Democrats in Congress is 63% approve – 33% disapprove. When asked who they would vote for in a generic Democratic primary election for state legislature, the incumbent or the challenger, 42% say they would support the incumbent and 27% say they would vote for the challenger.
3. It is clear that education and health care are the most important issues in Texas to these Democratic primary voters. Education (47%, two mentions combined) and health care and prescription drug costs (46%) are the top two issues, followed by taxes (22%). This should be rewritten.
4. The most important issue for Congress to deal with is finishing the job in Iraq quickly (30%) and Protecting Social Security (20%).

5. Rick Perry is viewed unfavorably among Democratic Primary voters (32% favorable – 67% unfavorable). Republicans in the state legislature are rated 20% favorable – 73% unfavorable, while these voters rate George W. Bush 25% favorable – 74% unfavorable.
6. Chris Bell leads Felix Alvarado in the Democratic primary for governor (28% Bell – 15% Alvarado – 57% undecided). The large percentage of voters who are still undecided makes this a wide-open race.
7. When asked to rank characteristics that Democratic primary voters would like to see in their next state legislator, the top characteristics are “Is competent and will get things done” (52%, two mentions combined) and “Will work to fix problems in education” (44%). “Will fight the Republican leadership in Austin” (15%) was the lowest rated characteristic that voters desire in a state legislator.
8. A plurality of Democratic Primary voters say the best way to fund education is to make corporations pay their fair share by ending tax loopholes (49%).
9. When asked who they trust most for news about politics, Democratic primary voters in Texas say broadcast news (29%), cable news (28%), and local newspapers (21%).
10. These voters rate credit unions very favorably (73% favorable – 10% unfavorable).
11. Over half of the Democratic Primary voters in Texas are a member of a credit union (52%).

Texas Democratic Primary

Survey of 400 registered, likely Democratic Primary voters
October 27-31, 2005



Methodology

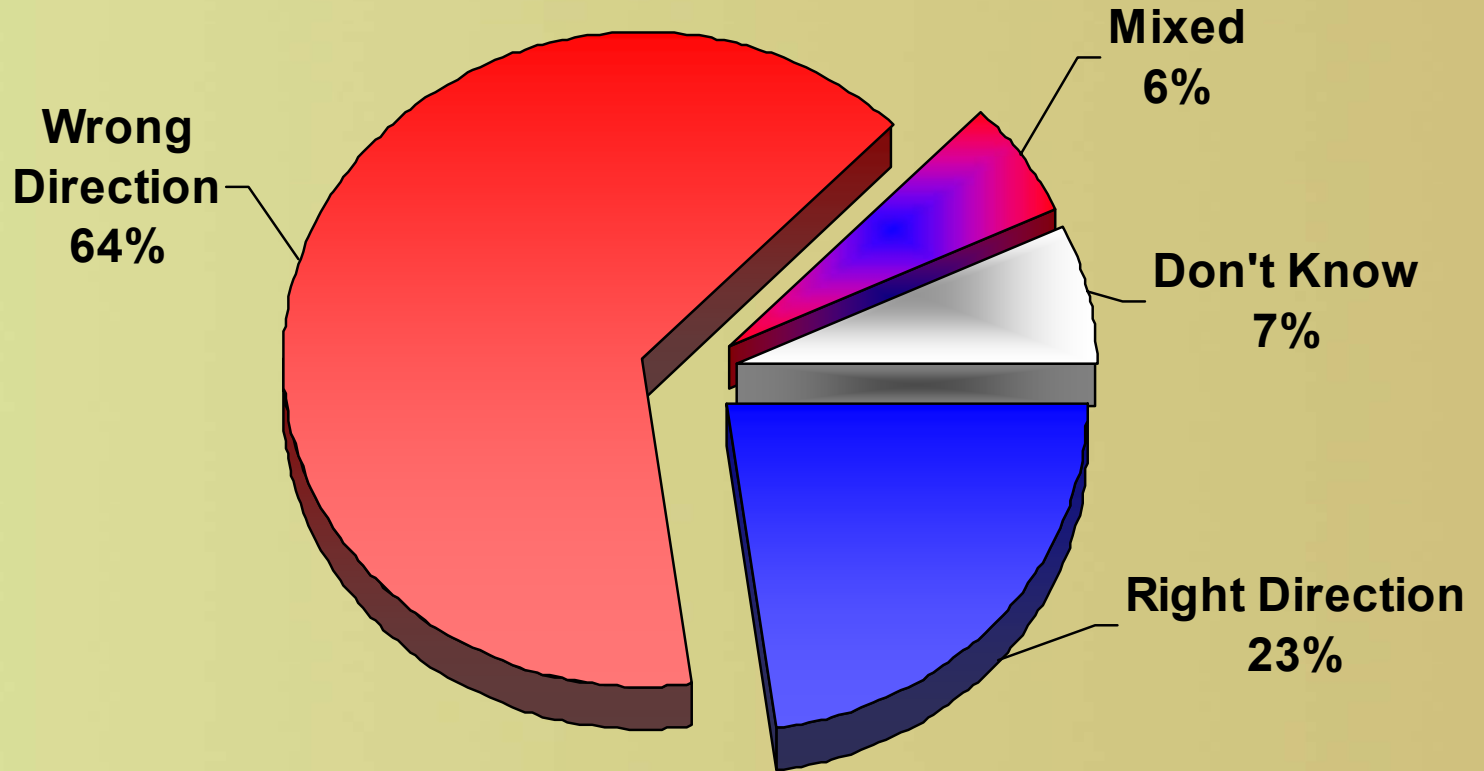
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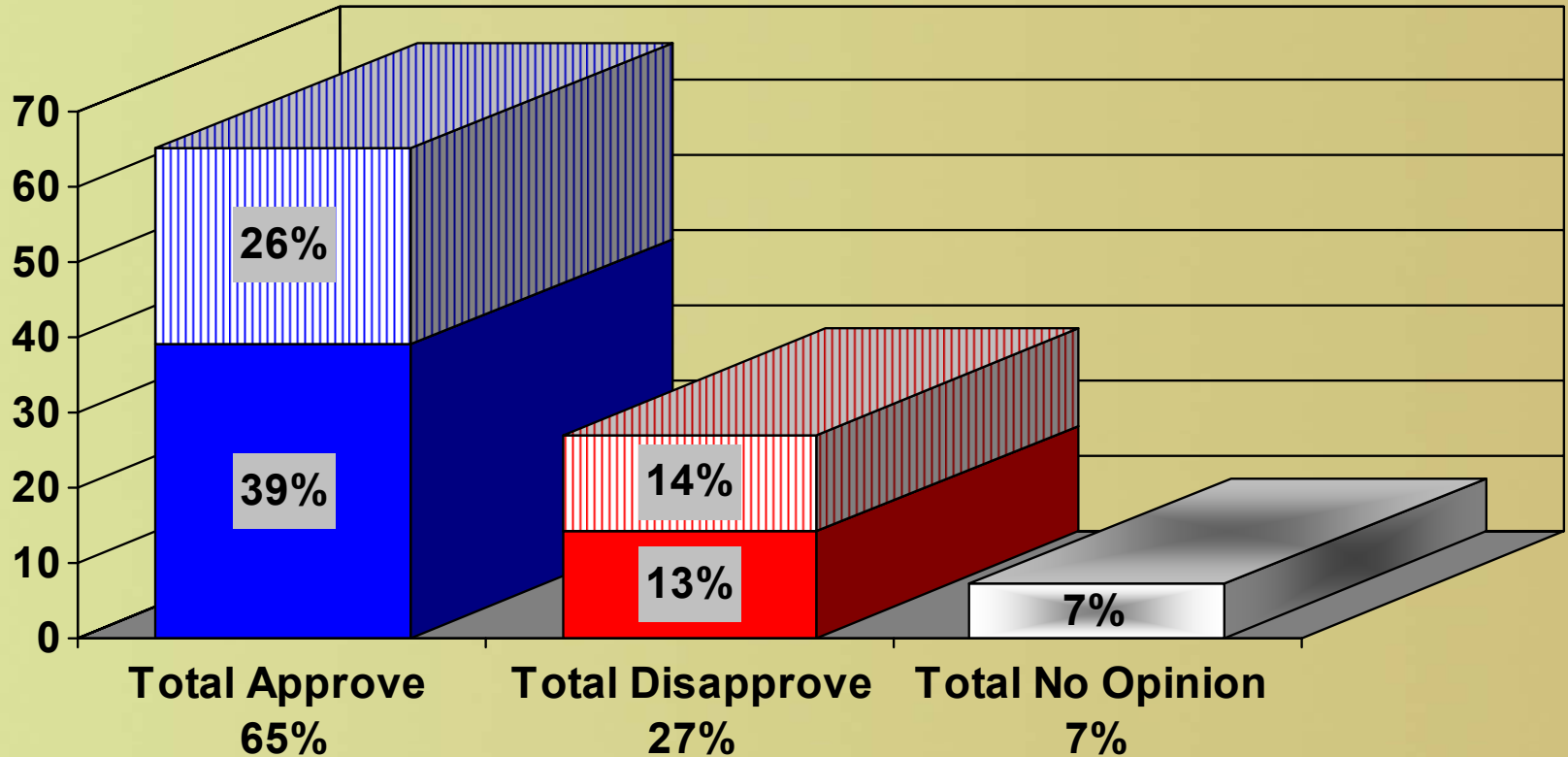
Political Environment



DIRECTION OF TEXAS



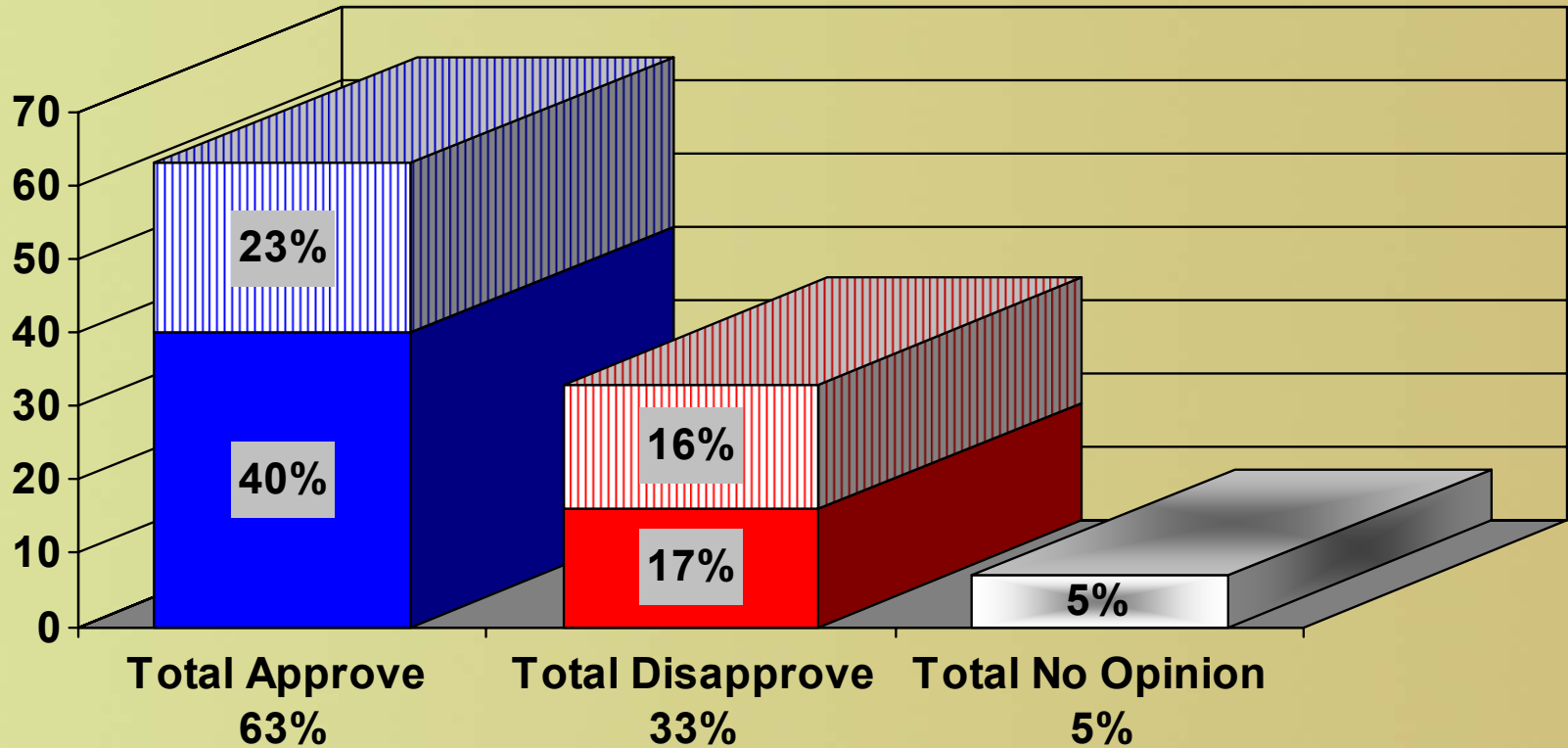
JOB RATING OF DEMOCRATS IN THE STATE LEGISLATURE



■ Somewhat Approve ▨ Strongly Approve ■ Somewhat Disapprove
▨ Strongly Disapprove □ Don't Know



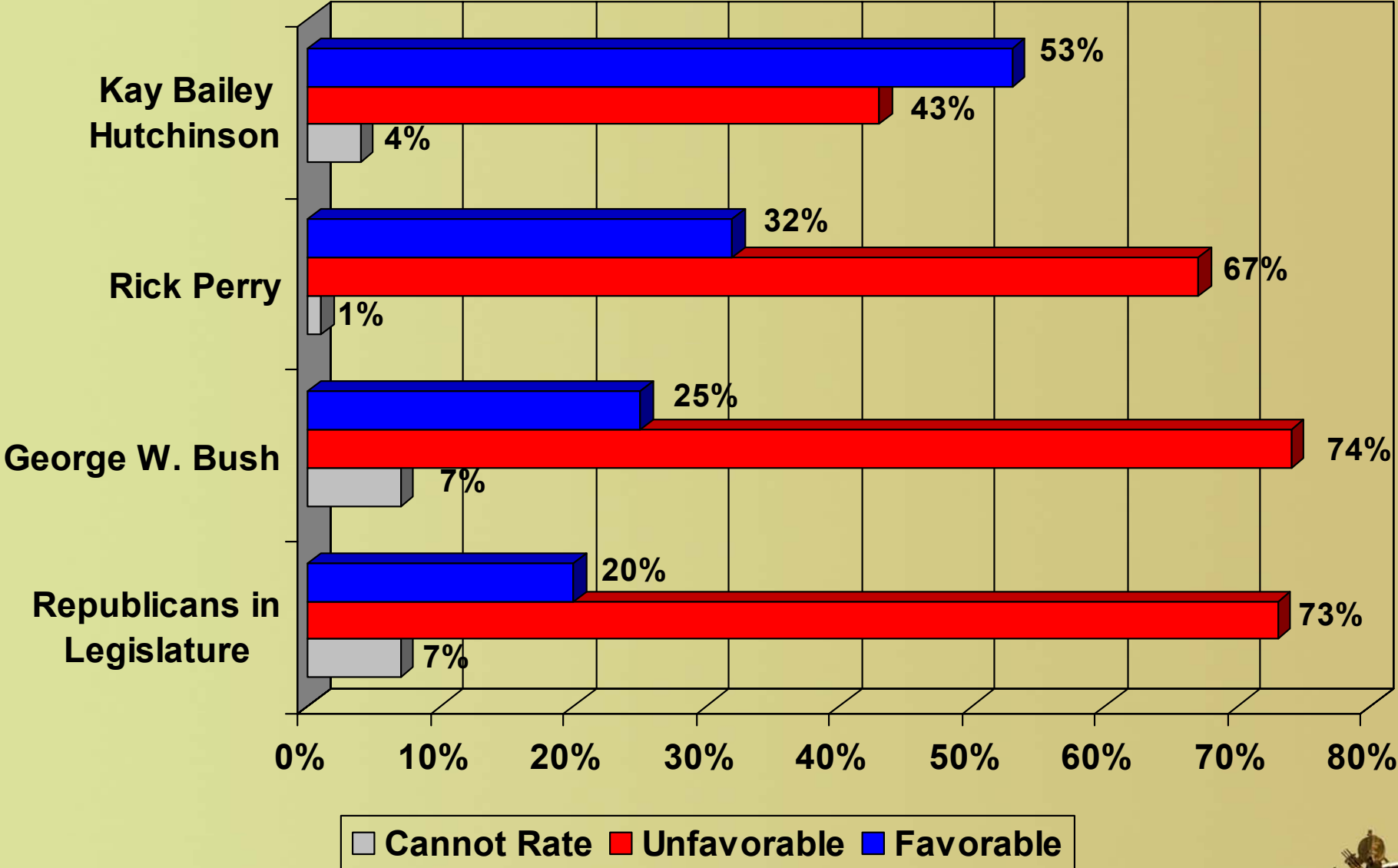
JOB RATING OF DEMOCRATS IN CONGRESS



- Somewhat Approve
- ▨ Strongly Approve
- Somewhat Disapprove
- ▨ Strongly Disapprove
- Don't Know



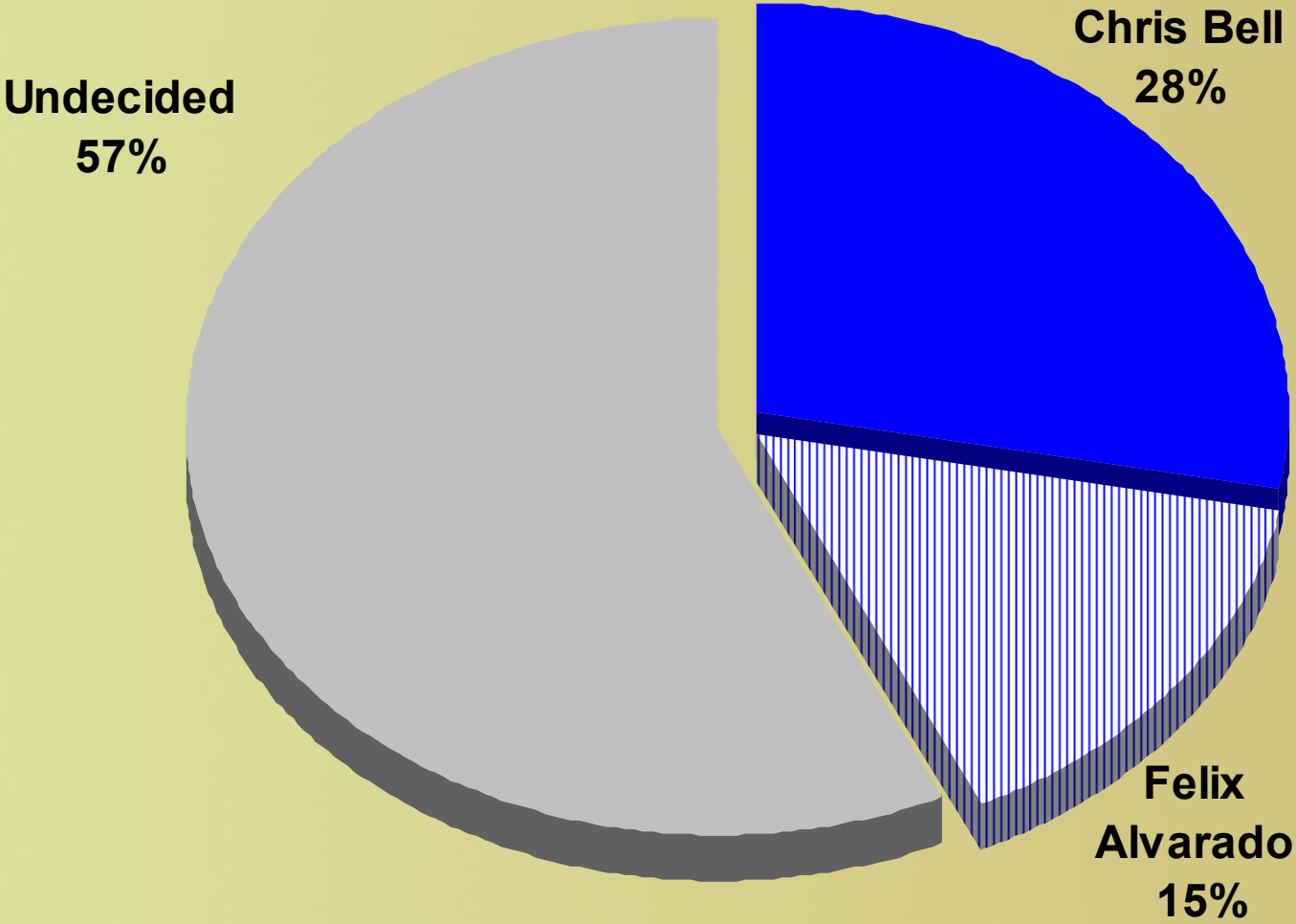
Favorability Ratings



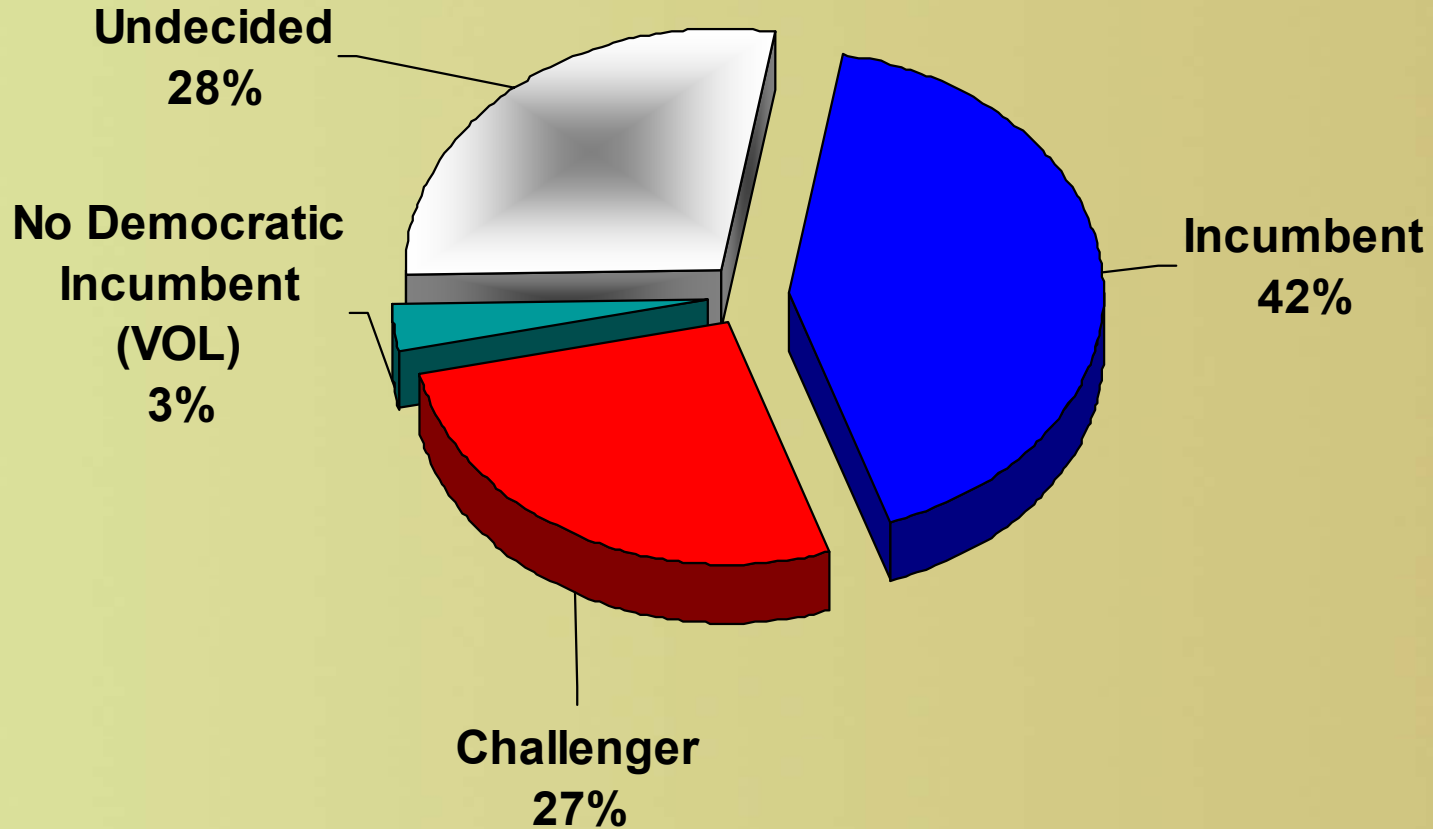
Candidate Preferences



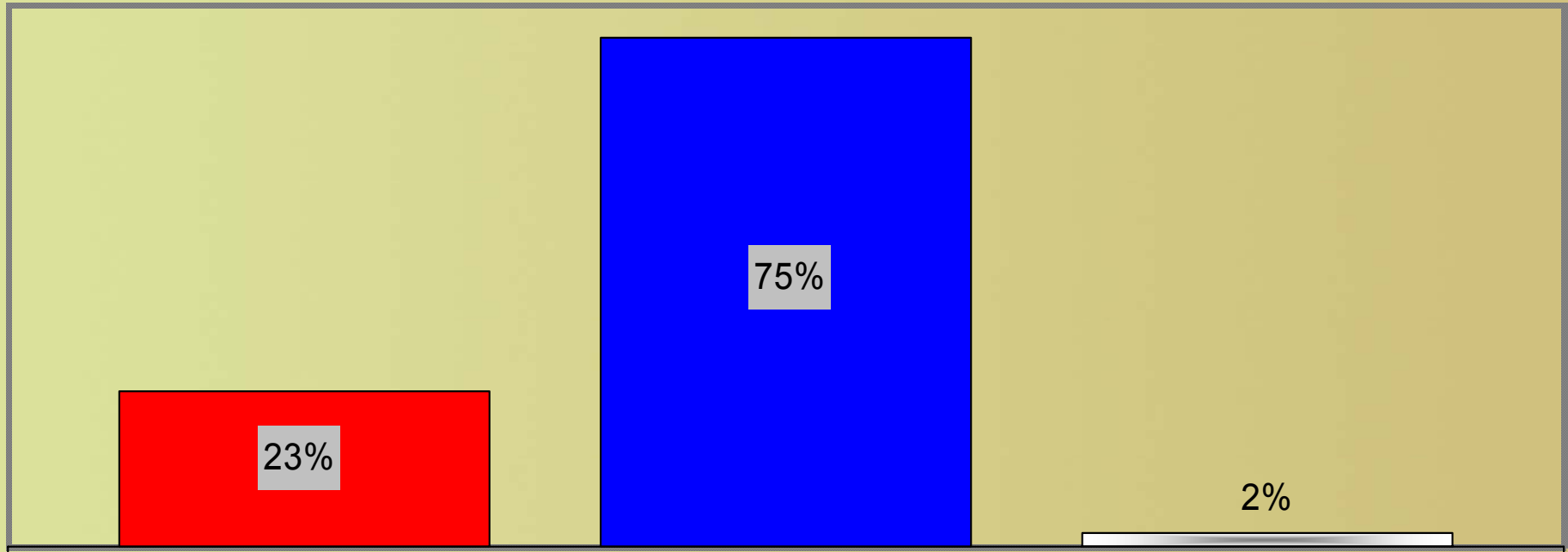
Democratic Primary Vote Preference for Governor



Generic Vote Preference for State Legislature



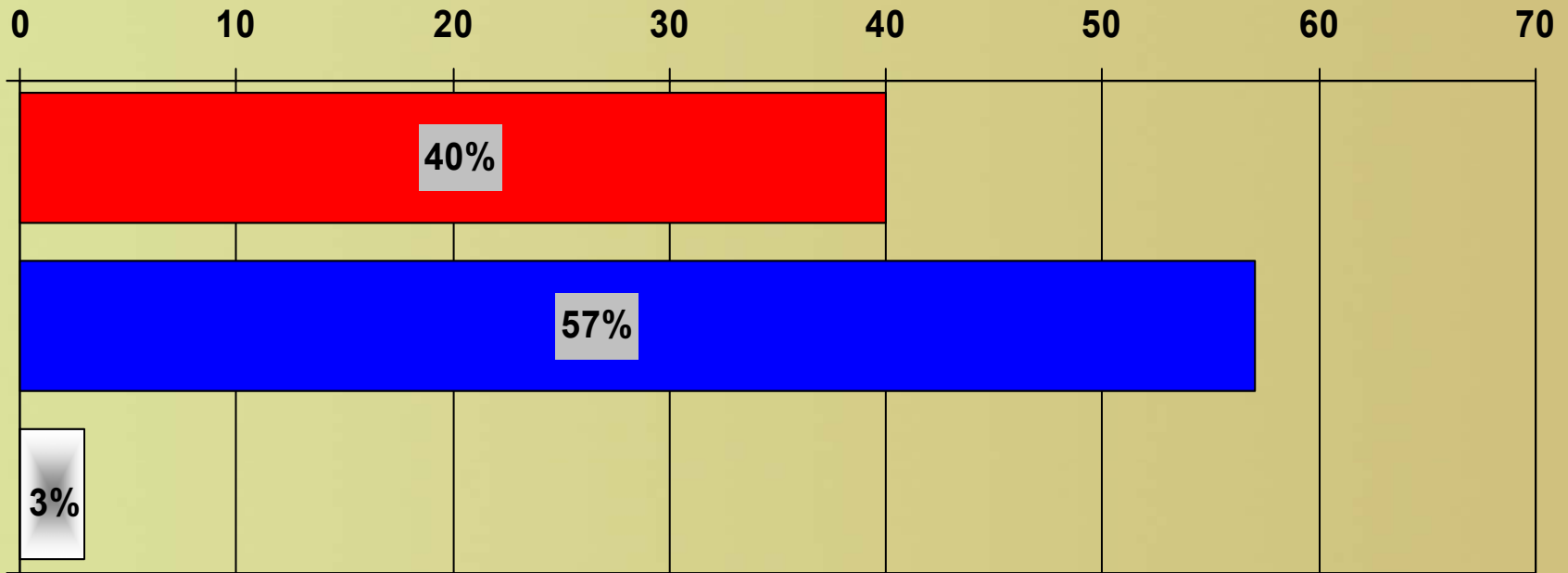
Candidate Types: Issues vs. Values



- Candidate A, who focuses on the **VALUES** they learned growing up, like honesty, integrity, and personal responsibility, to guide the decisions they make in office
- Candidate B, who focuses on **ISSUES**, like improving education, lowering the cost of health care, and creating jobs
- Don't know / Refuse



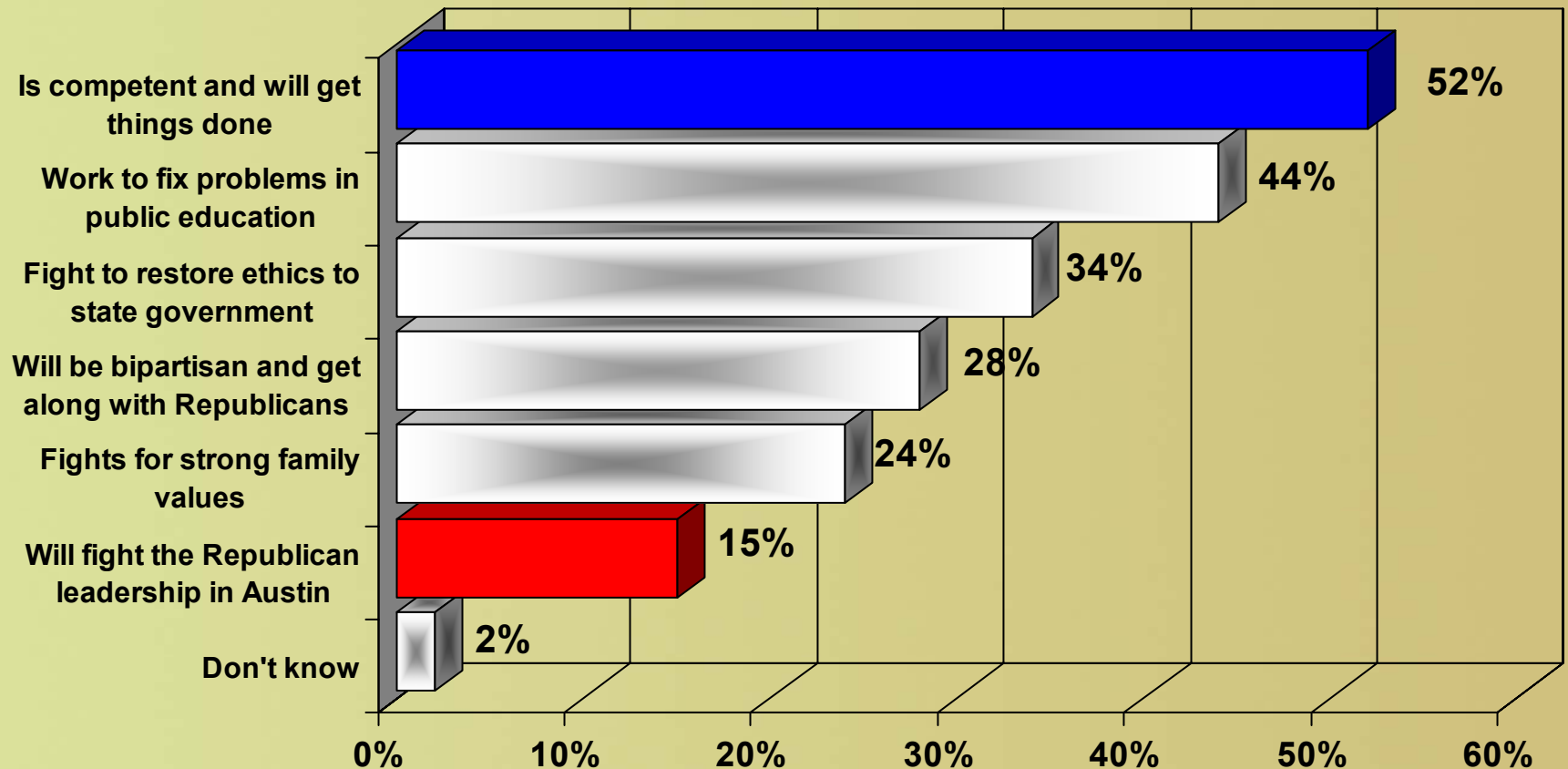
Candidate Types: Fight Perry vs. Fair Share



- Candidate A, who will go to Austin and fight Rick Perry and the Republicans in Austin for their failed leadership and reckless abuses of power
- Candidate B, who will go to Austin and work to ensure that the needs of your area of Texas are taken care of and that we get our fair share from the state government
- Don't know / Refuse



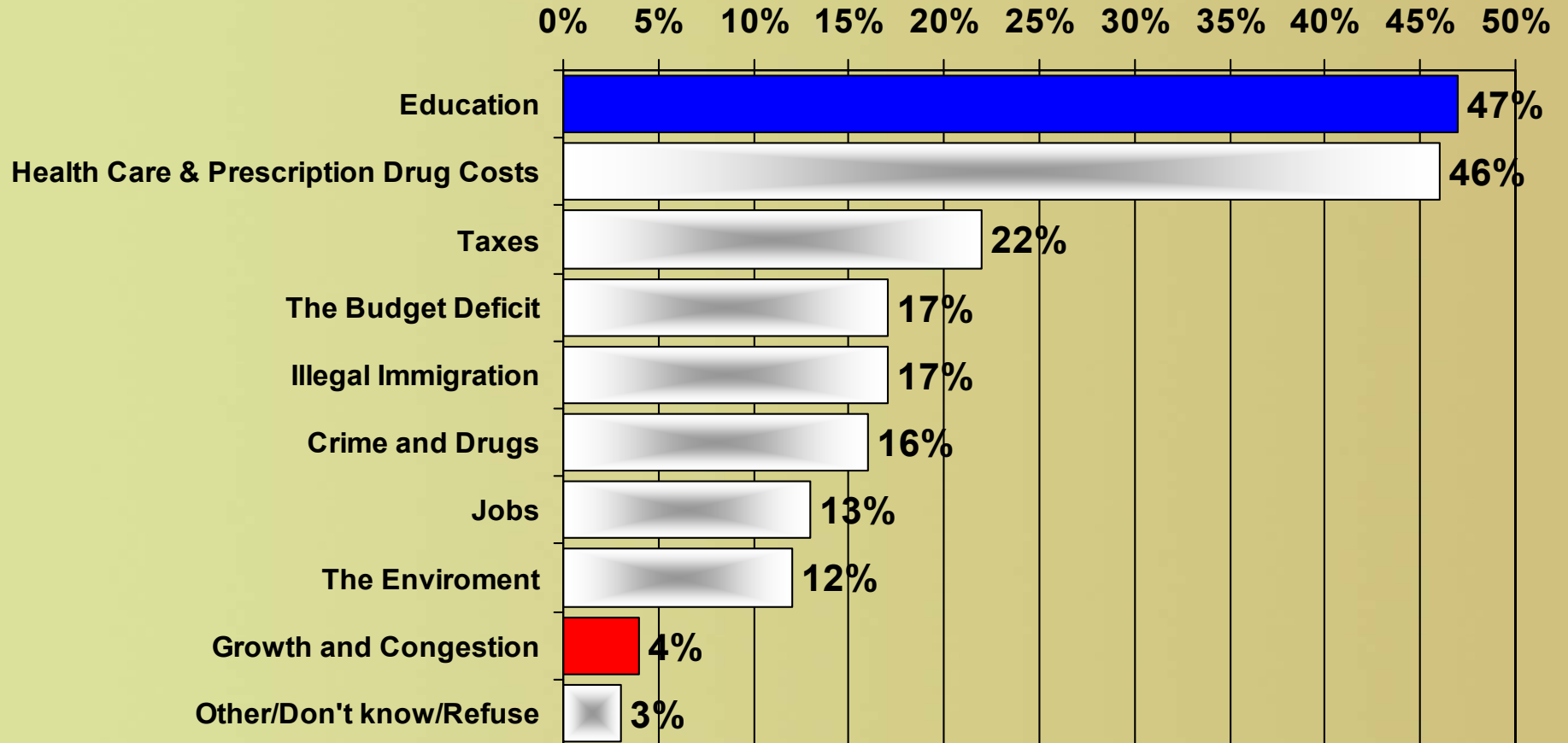
MOST IMPORTANT CHARACTERISTIC (FIRST AND SECOND MENTION COMBINED)



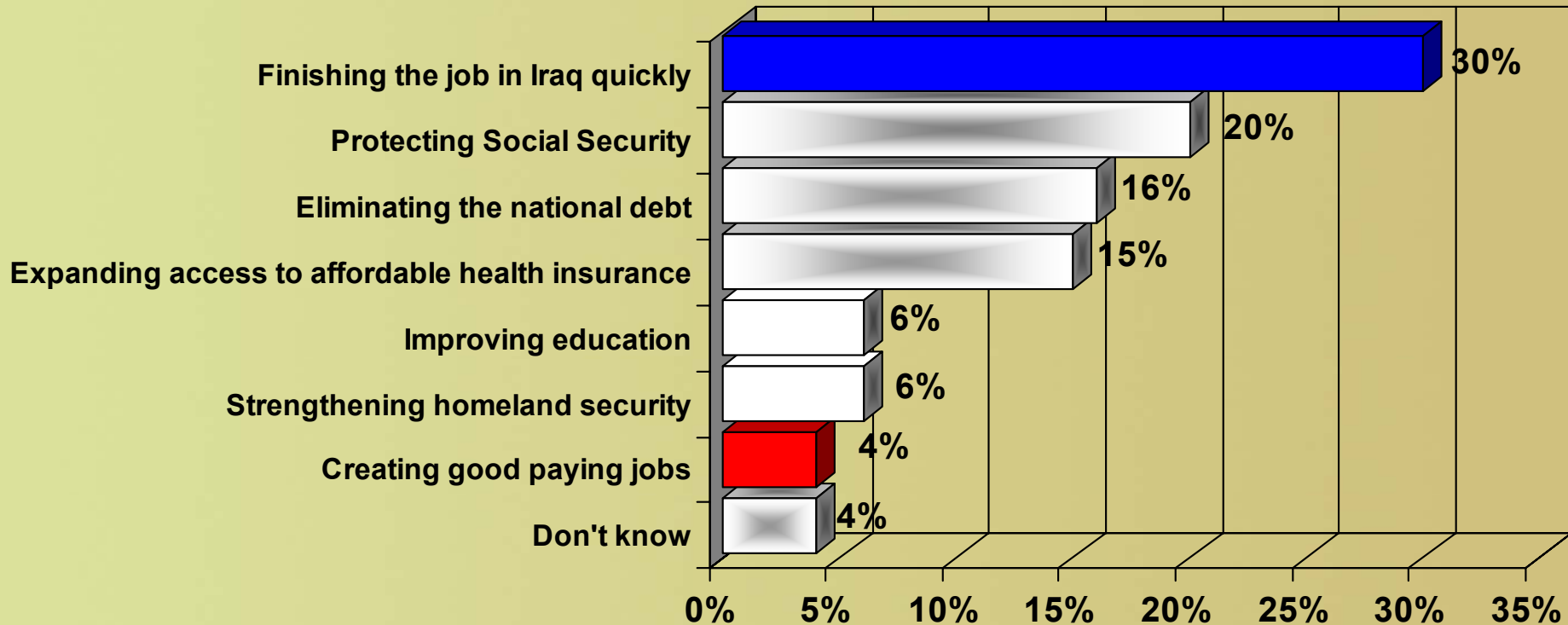
Issues



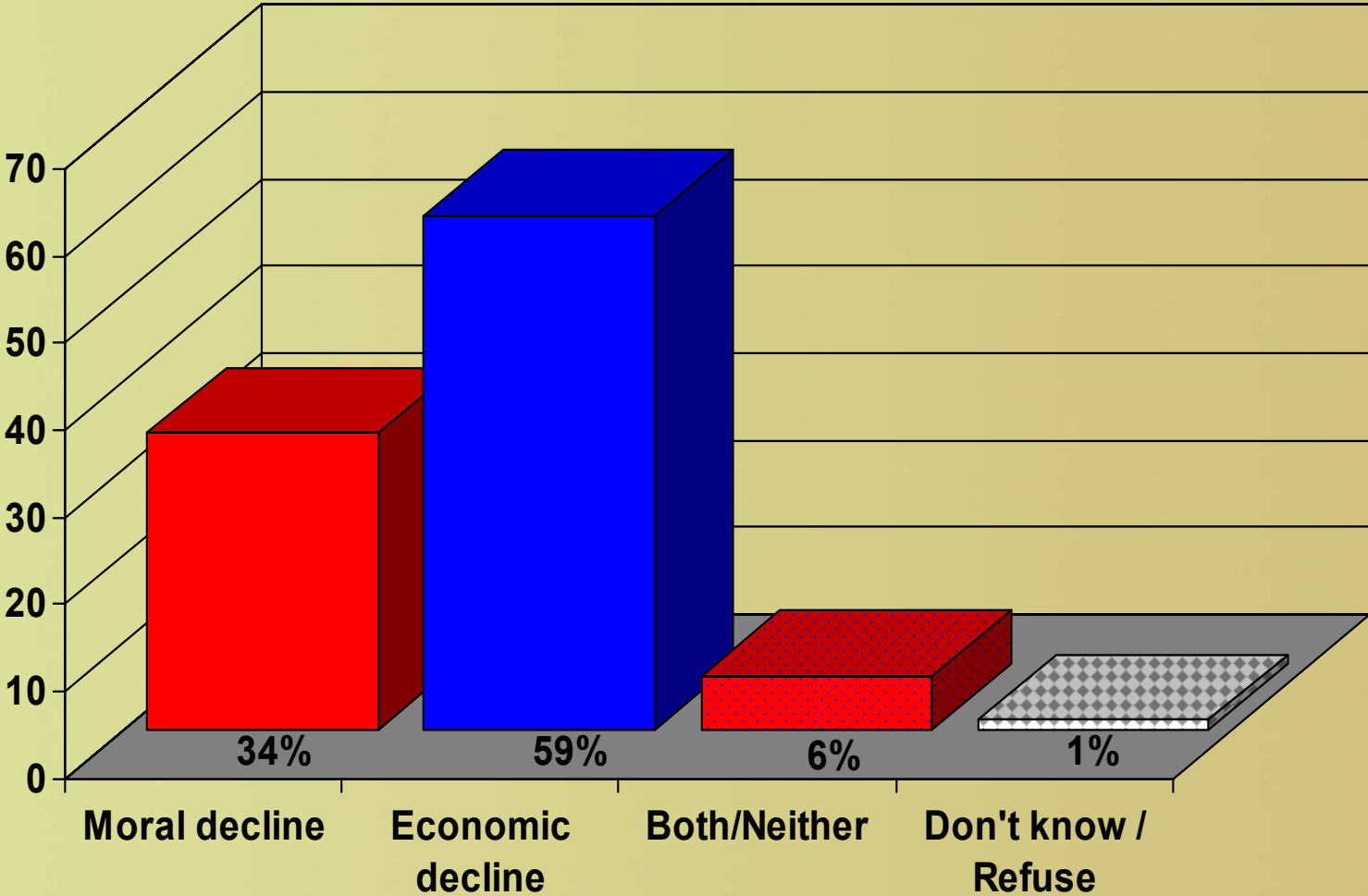
MOST IMPORTANT ISSUE (FIRST AND SECOND MENTION COMBINED)



Most Important Issue for Congress



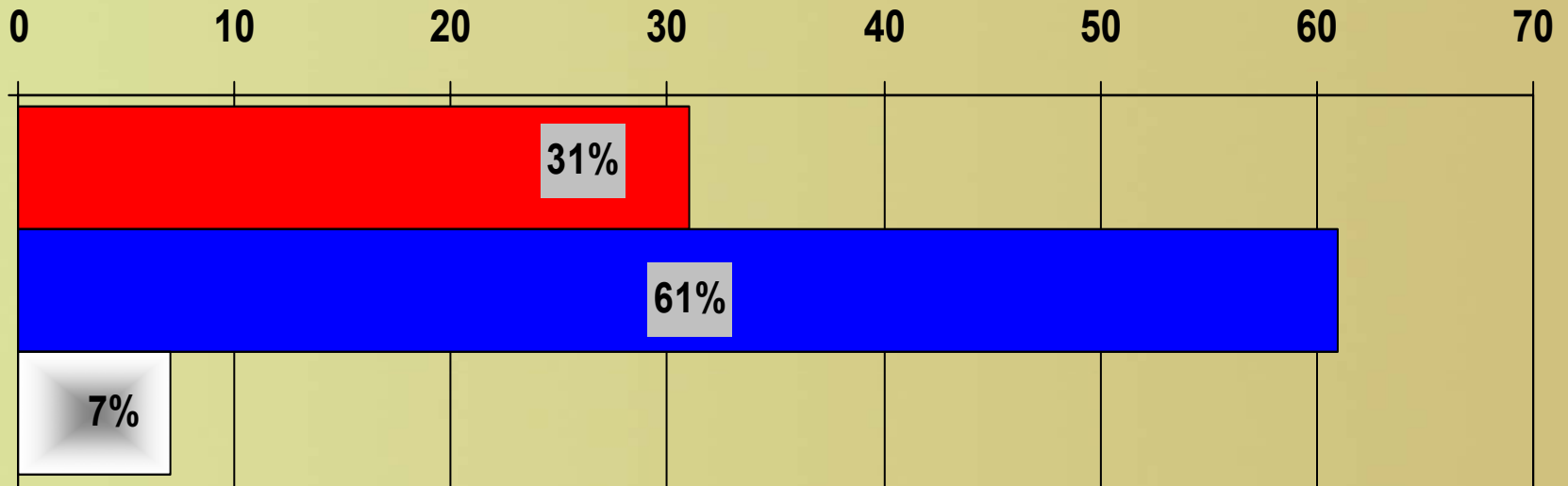
Concern for Texas



Role of Government



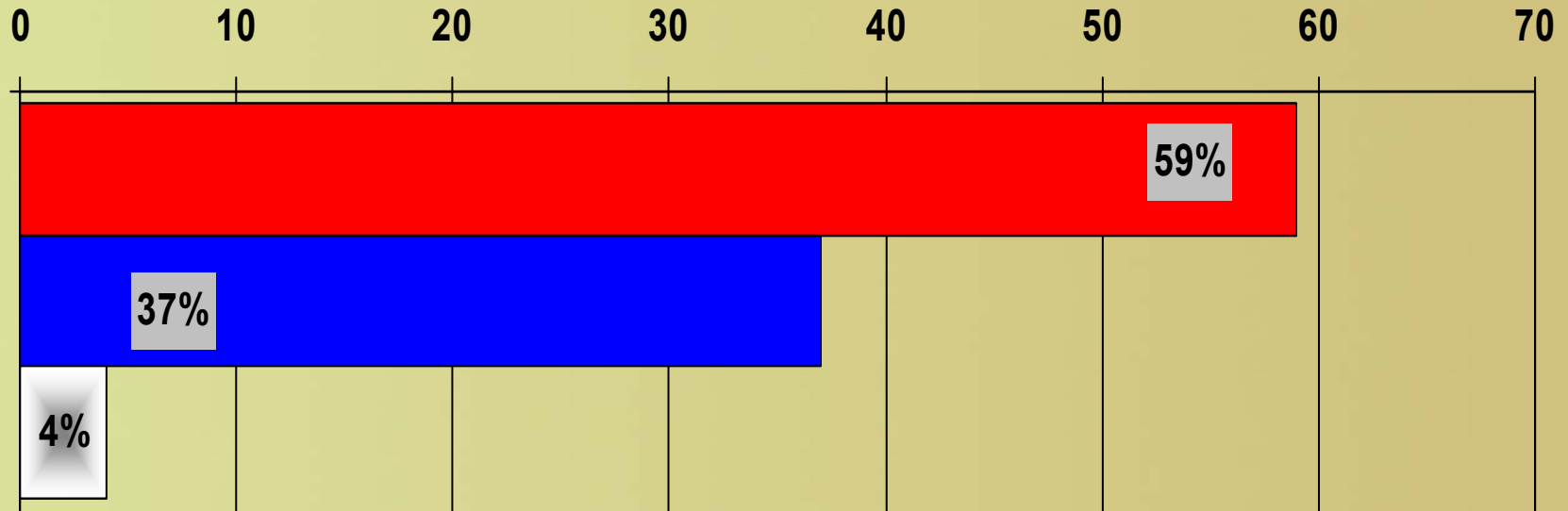
Role of Government in Morality



- Our way of life in Texas is best protected when government is responsible for setting and enforcing common moral standards of behavior for everyone on issues such as abortion and homosexuality
- Our way of life in Texas is best protected when behavior on moral issues such as abortion, pornography and homosexuality are left up to individuals no matter what their opinions are
- Don't know / Refuse



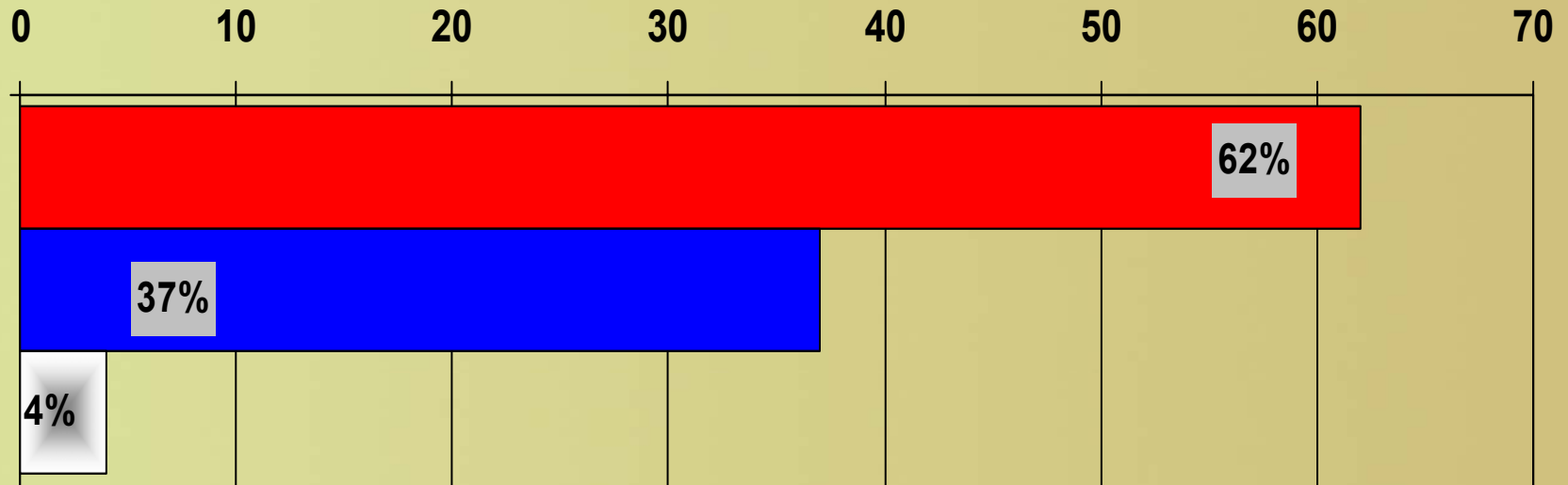
Role of Government as a Safety Net



- The government is ultimately responsible for making sure that all people have a minimum quality of life and standard of living
- The free market should provide individuals the opportunity to do as well or as poorly as they can without government interference
- Don't know / Refuse



Role of Government in Regulating Business



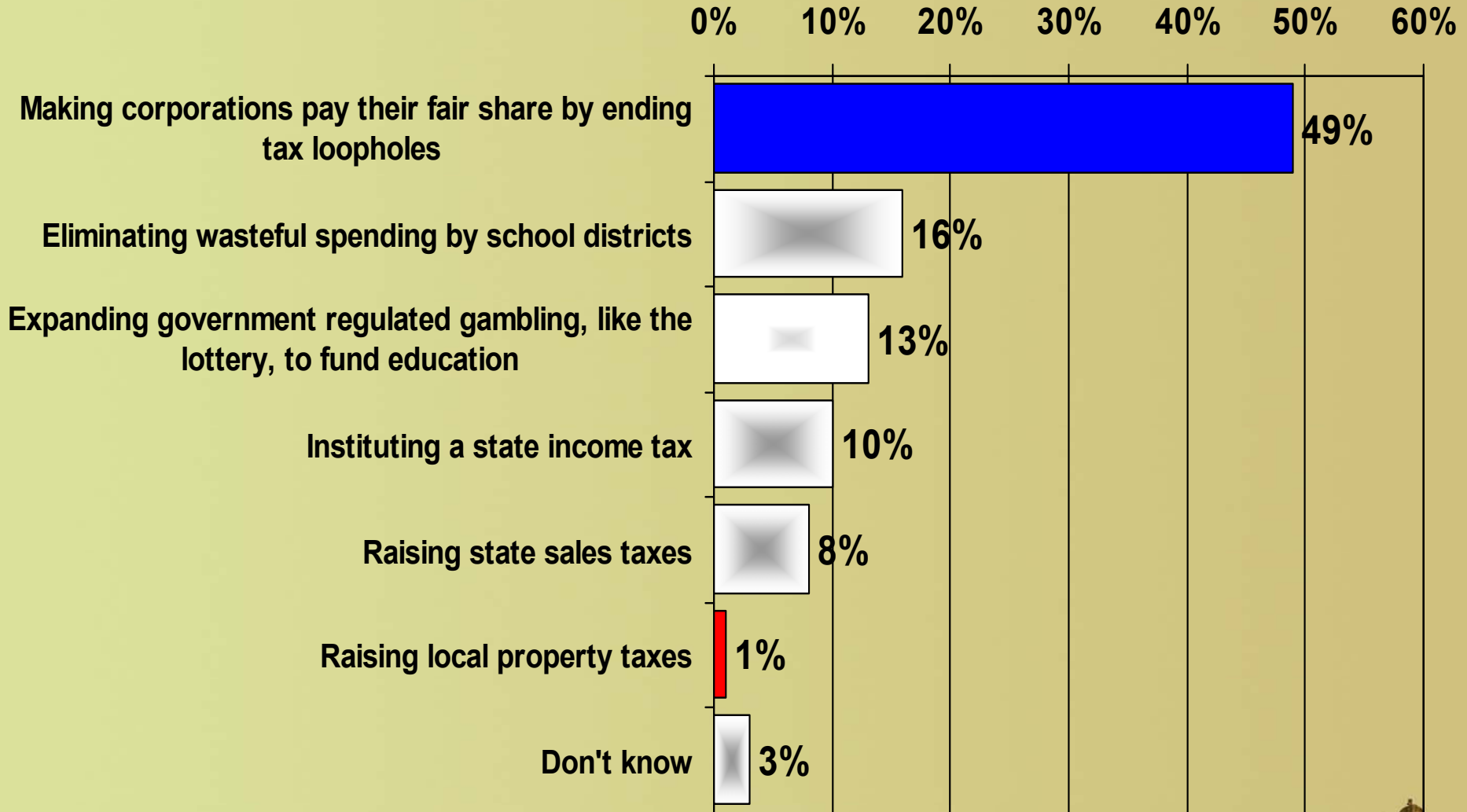
- Government regulation of business is necessary to protect consumers
- Government regulation of business usually does more harm than good to consumers
- Don't know / Refuse



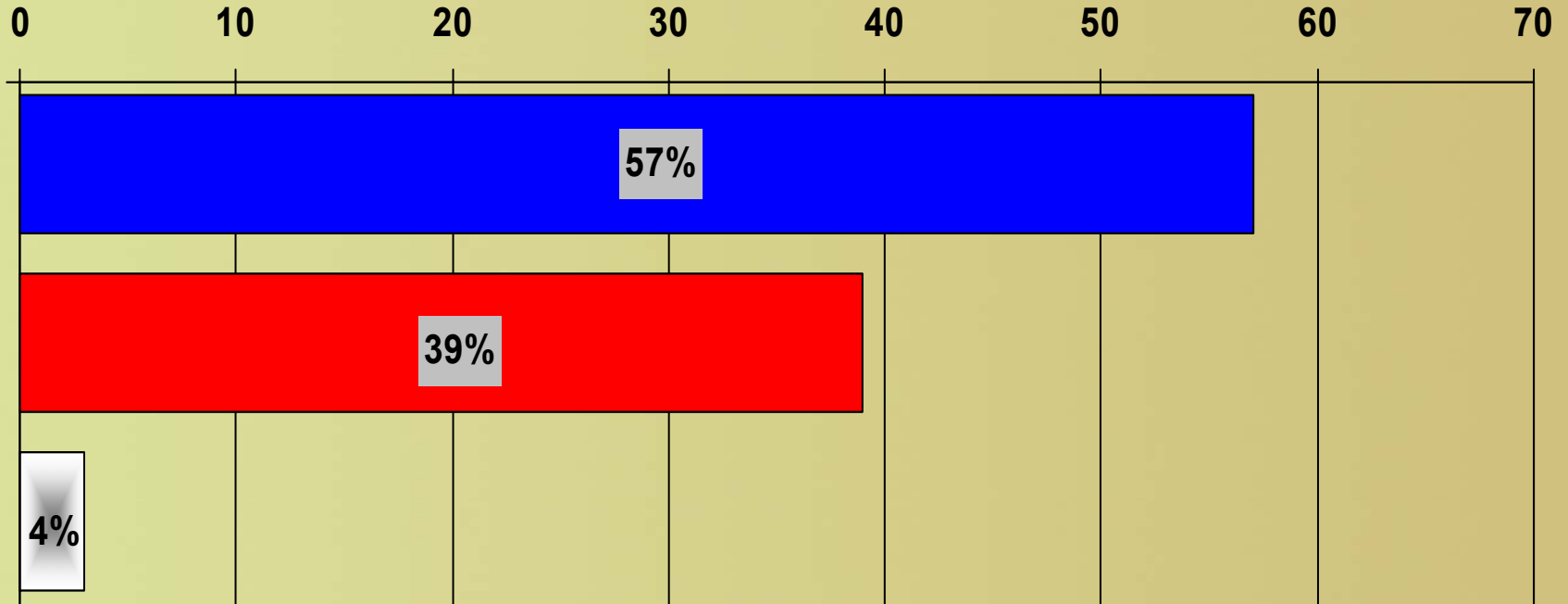
Education Reform



Best Ways to Fund Education



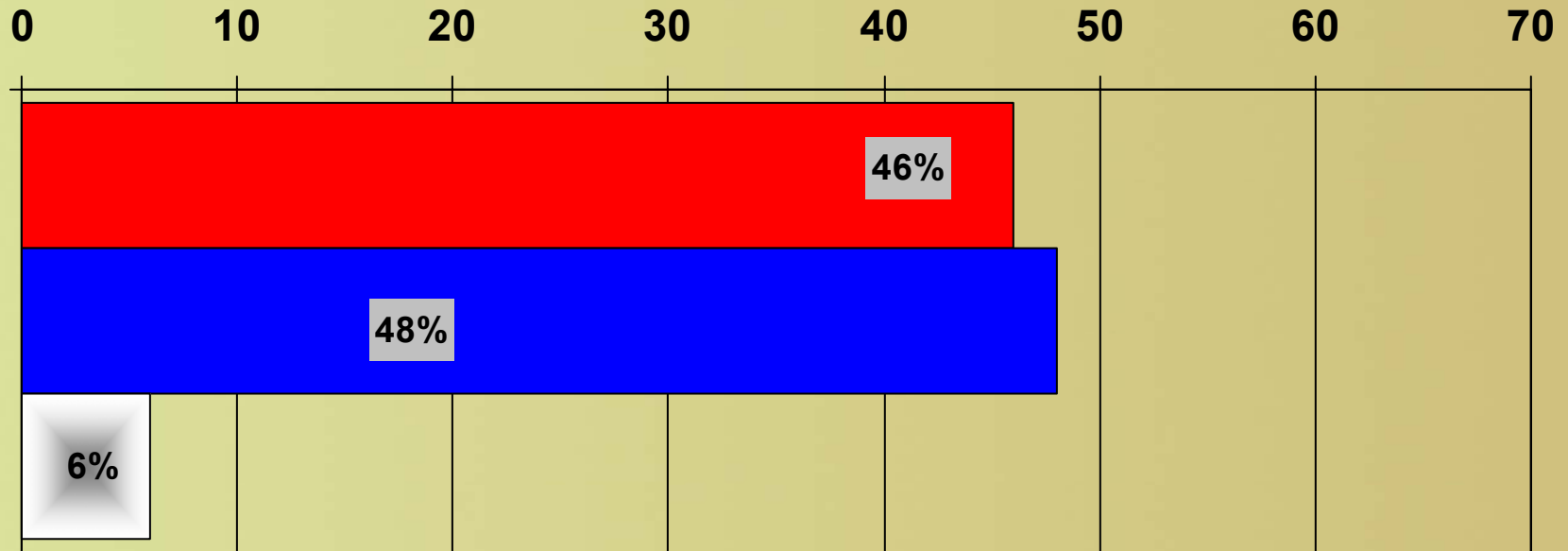
Opinion on Level of Education Funding



- We do not spend enough on public education in the state of Texas
- We spend enough on public education in Texas, but we need to make schools more accountable in how they spend their money..
- Don't know / Refuse



Democratic Plan for Education: Fight vs. Bi-Partisan

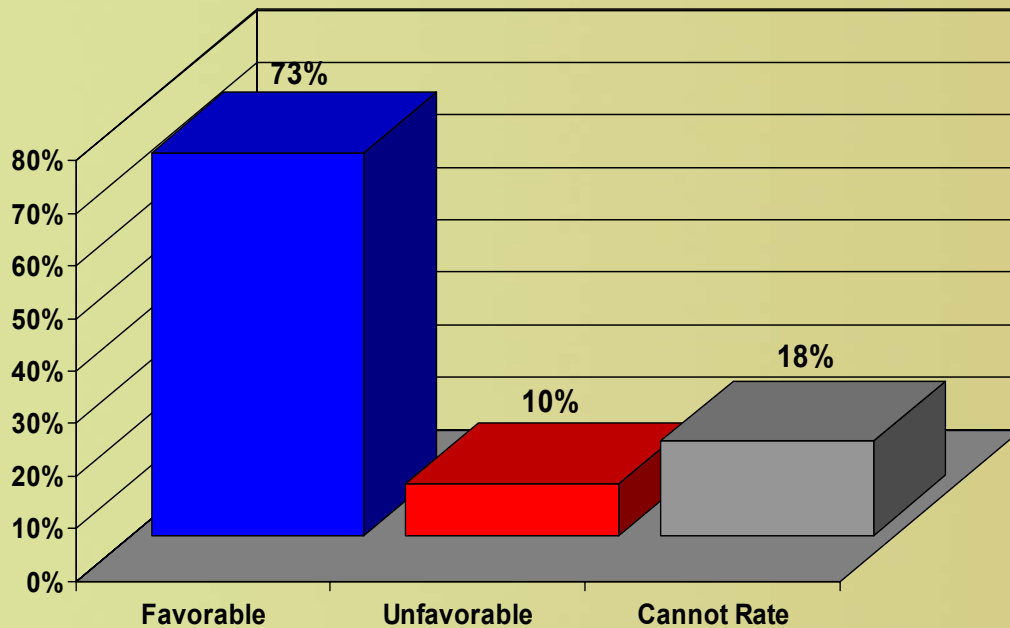


- To fix school finance, Democrats must fight Republicans harder to pass Democratic alternative plans, like the one that would have given every teacher a pay raise while still providing tax relief
- To fix school finance, Democrats must work with the Republican leadership to try and have an impact on Republican plans regardless of who gets credit
- Don't know / Refuse

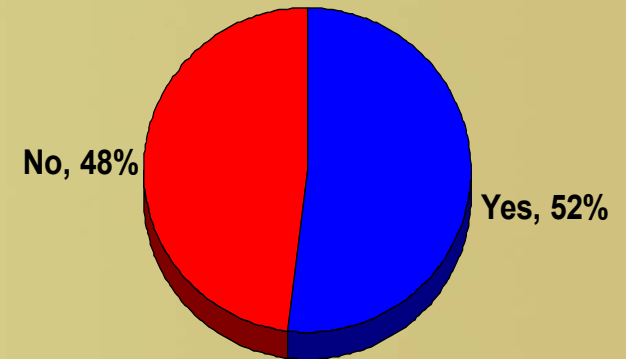


Favorability and Membership in Credit Unions

Favorability Rating of Credit Unions



Member of Credit Union?



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