

Memorandum

To: Texas Credit Union League
From: Jan van Lohuizen, Brian Gottlieb
Date: Nov. 11, 2005
Re: Survey Results – TX Credit Union League

Background

We conducted a telephone survey of 400 likely Republican primary voters between October 24 and 26, 2005. The purpose of this research was to gauge Republican opinion on top issues, the upcoming primary, and credit union issues. The survey was conducted of a random sample of a file of Republicans with a history of voting in primaries; and the margin of error for these results is +/- 4.9 percent.

Key Findings

Republican primary voters are content with the things in Texas.

- √ A majority of Republican primary voters (58%) believe that things in Texas are going in the right direction while less than a third (27%) believe they have gotten off on the wrong track.

Perry vs. Strayhorn

- √ Governor Rick Perry has strong positive Name ID with Republican Primary voters, with 79% of the sample stating they have a positive impression of him. Thirty-seven percent say they have a very favorable impression of him and 42 percent say they have a favorable impression of him. Only 18 percent of Republican primary voters have a negative impression of Governor Perry. These results are very good for him and should translate into votes if he can keep up the positive image in the party. For a result to be considered strong we like to see at least 30 percent of respondents say they have a strong impression. This result surpasses this benchmark by 7 points.
- √ More than half (51%) of the sample believes Governor Perry should be re-elected and a third (33%) believe it is time to give someone else a chance.
- √ Texas Comptroller Carole Keeton Strayhorn has a positive Name ID with 50 percent stating they have a positive impression of her and 25 percent stating they have a negative impression of her. These voters just don't have as intense feelings about Strayhorn and they do for Perry with only 23 percent stating they have a very positive impression of her. While it is early in the election season, Strayhorn will have her work cut out for her to build momentum and ground on Perry.
- √ In the head to head Governor Perry beats Strayhorn by 35 points with 61 percent stating they would vote for Perry and 26 percent for Strayhorn. Only 13 percent state they are undecided. This result is not surprising looking at the results from the Name ID and the right direction wrong track. Republican voters are happy with the way things are going and they have strong favorable impressions of the governor. If the election were held today these voters would overwhelmingly vote for him to be the Republican nominee in the primary.

Republican State legislators have some work to do to solidify their base of support

- √ While the sample stated they were happy with the way things were going in Texas, these voters leave some room for improvement in their approval of Republicans in the state legislature. Sixty-seven percent of the sample approves of the job performance of Republicans in the state legislature and 23 percent disapprove. Of these voters, only 19 percent say they strongly approve of them while 48 percent state they somewhat approve. The state Republican leadership should be working to move these voters from the somewhat approve column to the strongly approve column. They need to work on the issues that resonate with their base.

Top issues for Republican primary voters include illegal immigration, moral values and education

- √ We asked respondents what the most important issue facing Texas is. Twenty-six percent of respondents said illegal immigration is the top issue; 20 percent stated that moral values is the top issue for them, and 18 percent stated that education is the top issue. These issues should clearly be top priorities for the governor and the state legislature next session.
- √ Seventy-two percent of Texas Republican primary voters believe spending on protecting the borders from terrorism is too low, and only 20 percent say it is about right.
- √ Given that these are Republican primary voters, and considering the controversy around high and increasing property tax rates, the number that mentioned taxes as their top concern is remarkably low. At this time taxes are a lower priority than education is. This may very well be because with Republicans running the state people feel safe from a tax threat. Even so, the low concern with the issue is striking.

However: While education is a top issue, Republican primary voters are not willing to pay higher taxes for improvements in education.

- √ A majority of Republican primary voters (54%) state they are not willing to pay higher taxes to improve the Texas education system. This is 15 points higher than the 39 percent of these voters who state they would be willing to pay higher taxes. Republican politicians will need to find other ways to improve education than raising taxes.

Republican primary voters say they will support candidates who will fight to reduce property taxes.

- √ We asked respondents how likely they are to support certain types of candidates using a scale where 0 means the respondent is not at all likely to support a candidate like this and a 10 means the respondent is extremely likely to support a candidate like this. Respondents could use any number between 0 and 10 to score each candidate. The results are as follows:

Candidate	Score
Someone who will fight to reduce property taxes	8
Someone who supports making it easier for localities to cut local property taxes	7.7

- √ These results exceed the benchmark of 7 to be considered a strong result. Republican primary candidates should take note that property tax reduction is a serious issue that Republican Primary voters feel very strongly about.

Credit Unions are popular among Republican primary voters.

- √ While 45% of the sample stated they belong to a credit union more than 60 percent state they have a favorable impression of Credit Unions. Thirty-five percent of these voters have a strong favorable impression and 30 percent have a somewhat favorable impression. Only 11 percent of the sample stated they have a negative impression of Credit Unions. These are very strong results for Texas Credit Unions, it is clear that Republicans like them, even if they aren't members.

Texas GOP Primary Voters

VCR05192

n = 400

Oct 24 - Oct 26, 2005

n= 400

Margin of error \pm 4.9%

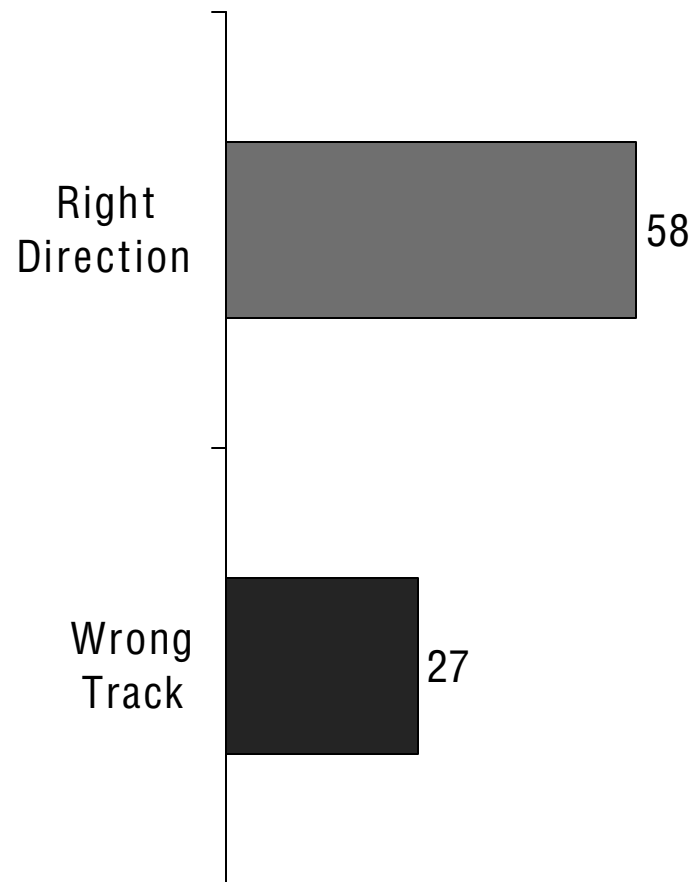


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Washington, DC 20002

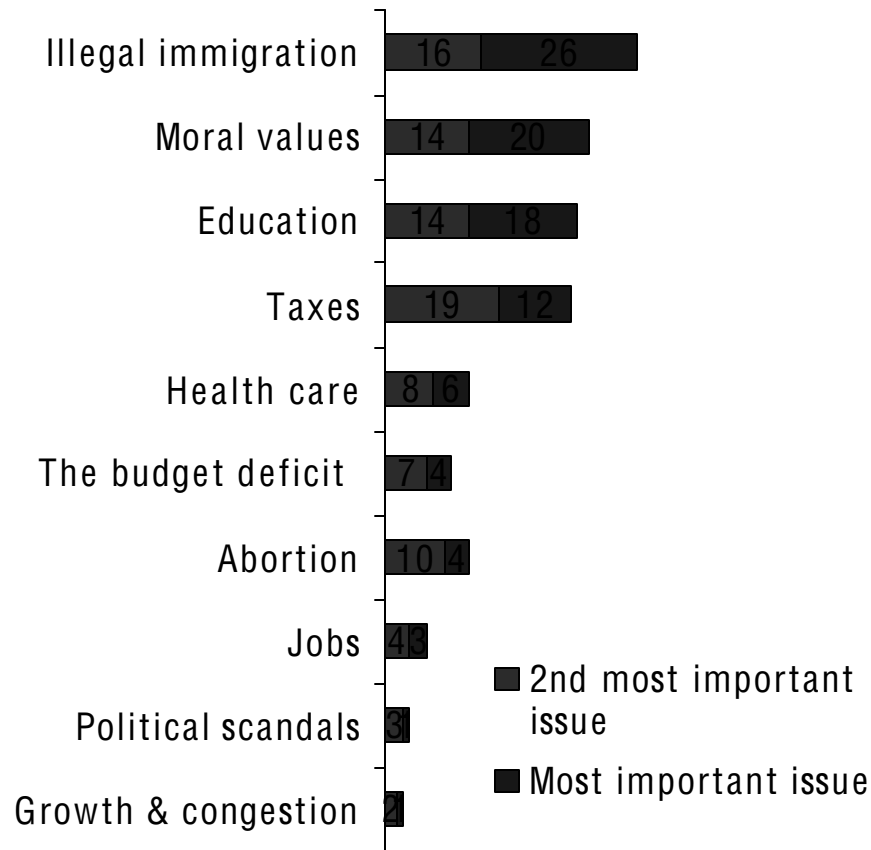
202.546.8990

Texas Right direction / Wrong Track

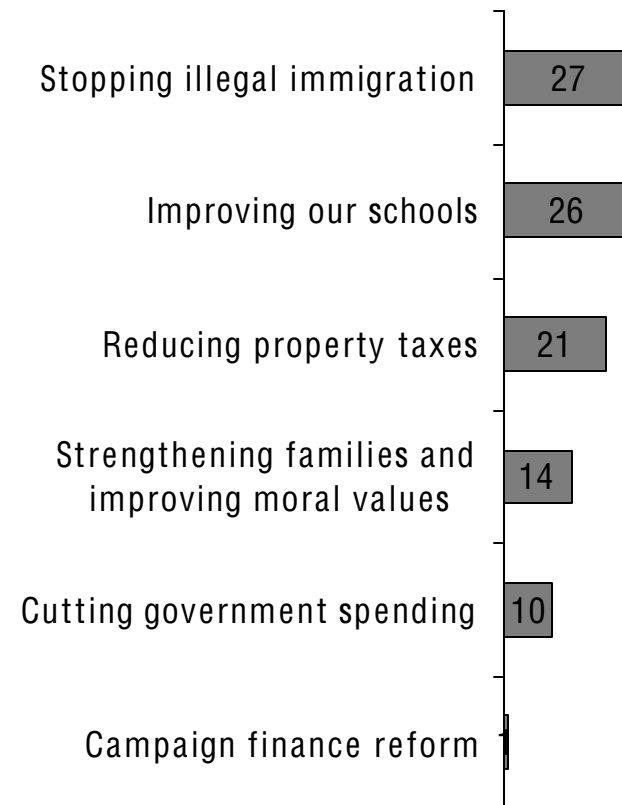


Issues

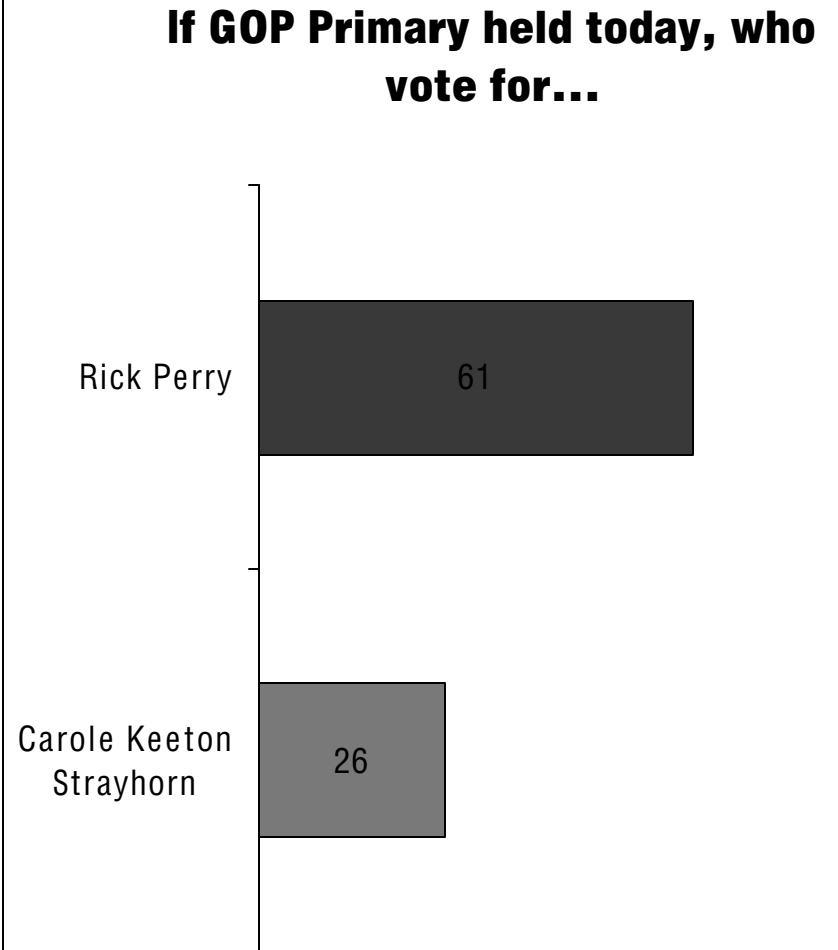
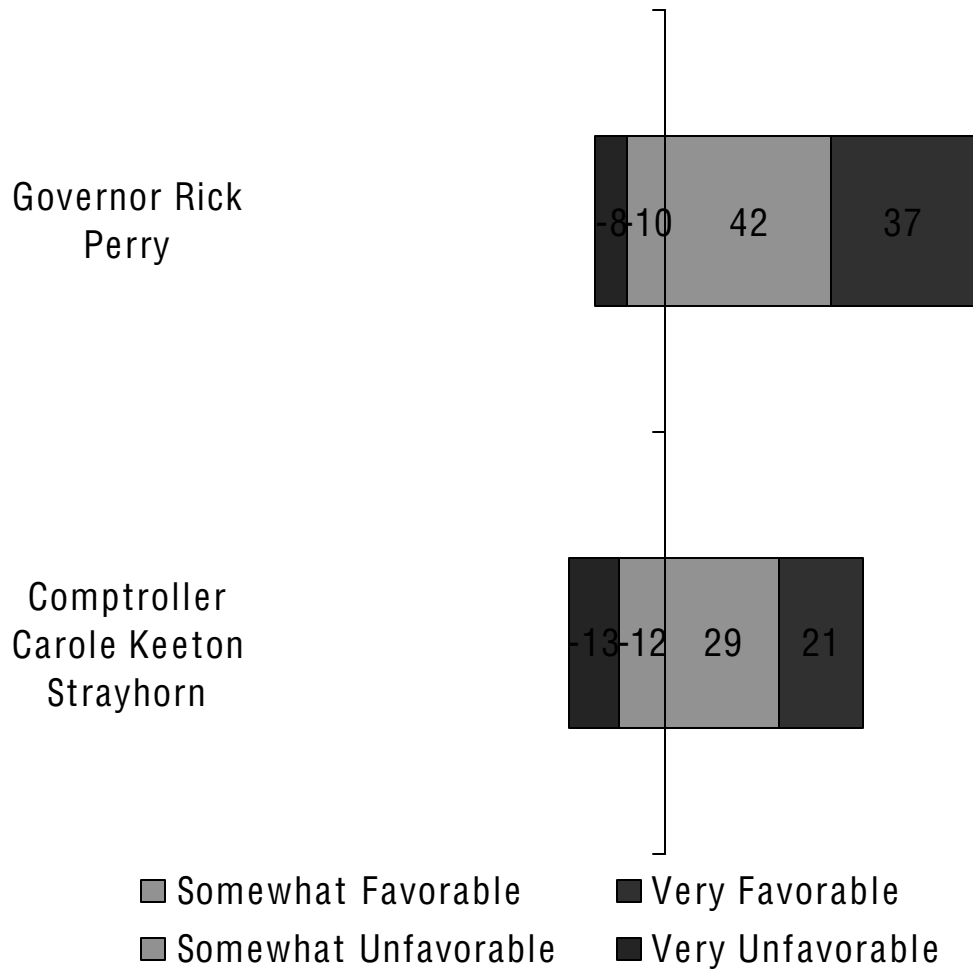
Most important issues



Top priority issue for Governor & Legislature



Perry vs. Keeton Strayhorn



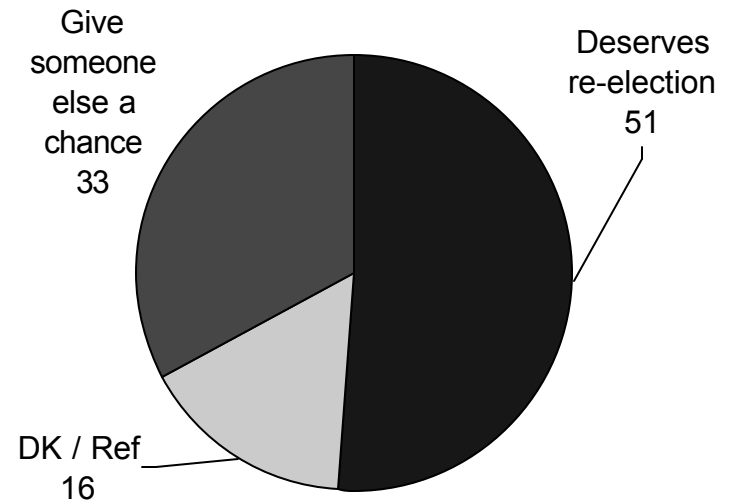
State Legislature ID & State Rep Re-election

Texas State Legislature

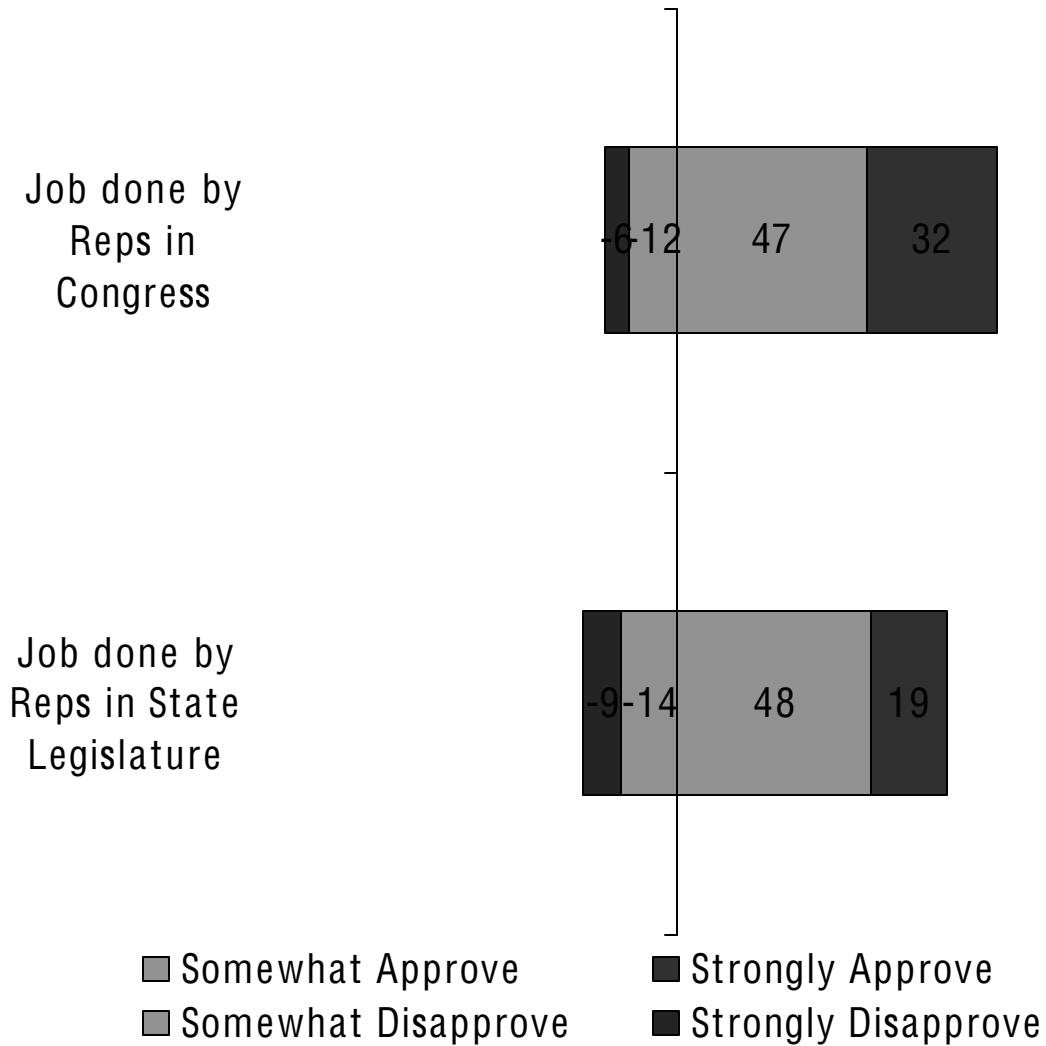


■ Somewhat Favorable ■ Very Favorable
■ Somewhat Unfavorable ■ Very Unfavorable

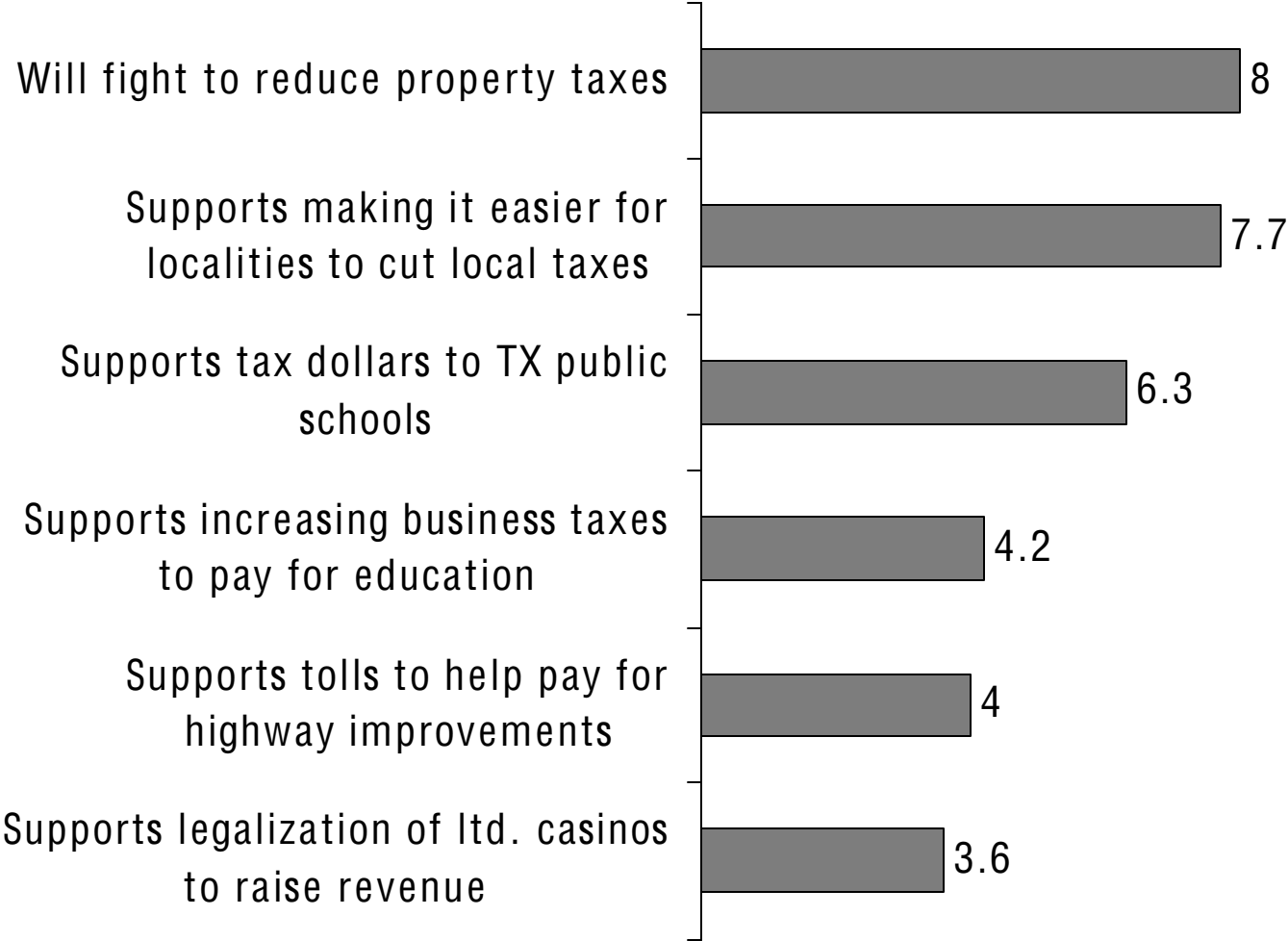
State Rep deserves re-election



Republicans in office

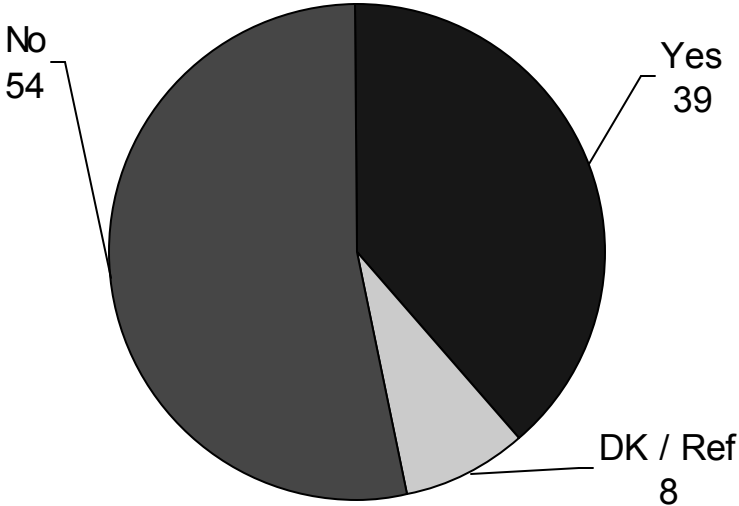


Description ratings

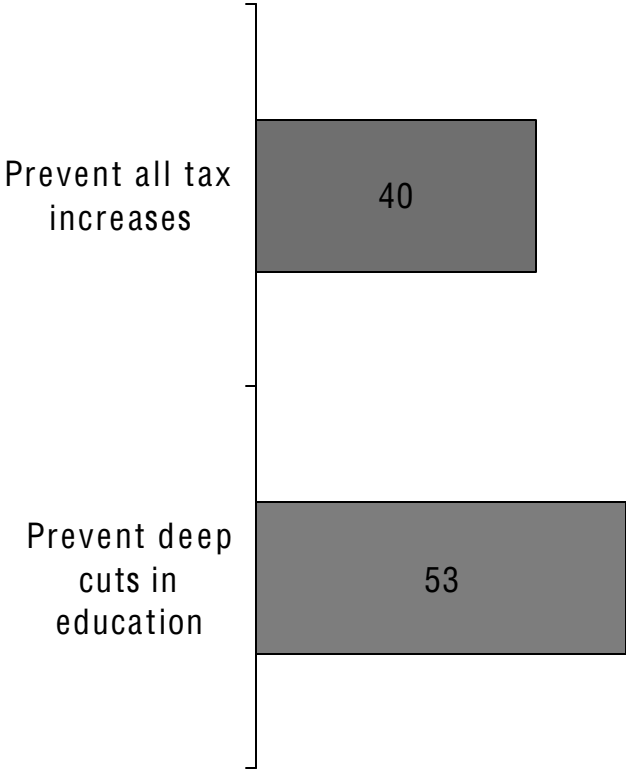


Taxes & Education

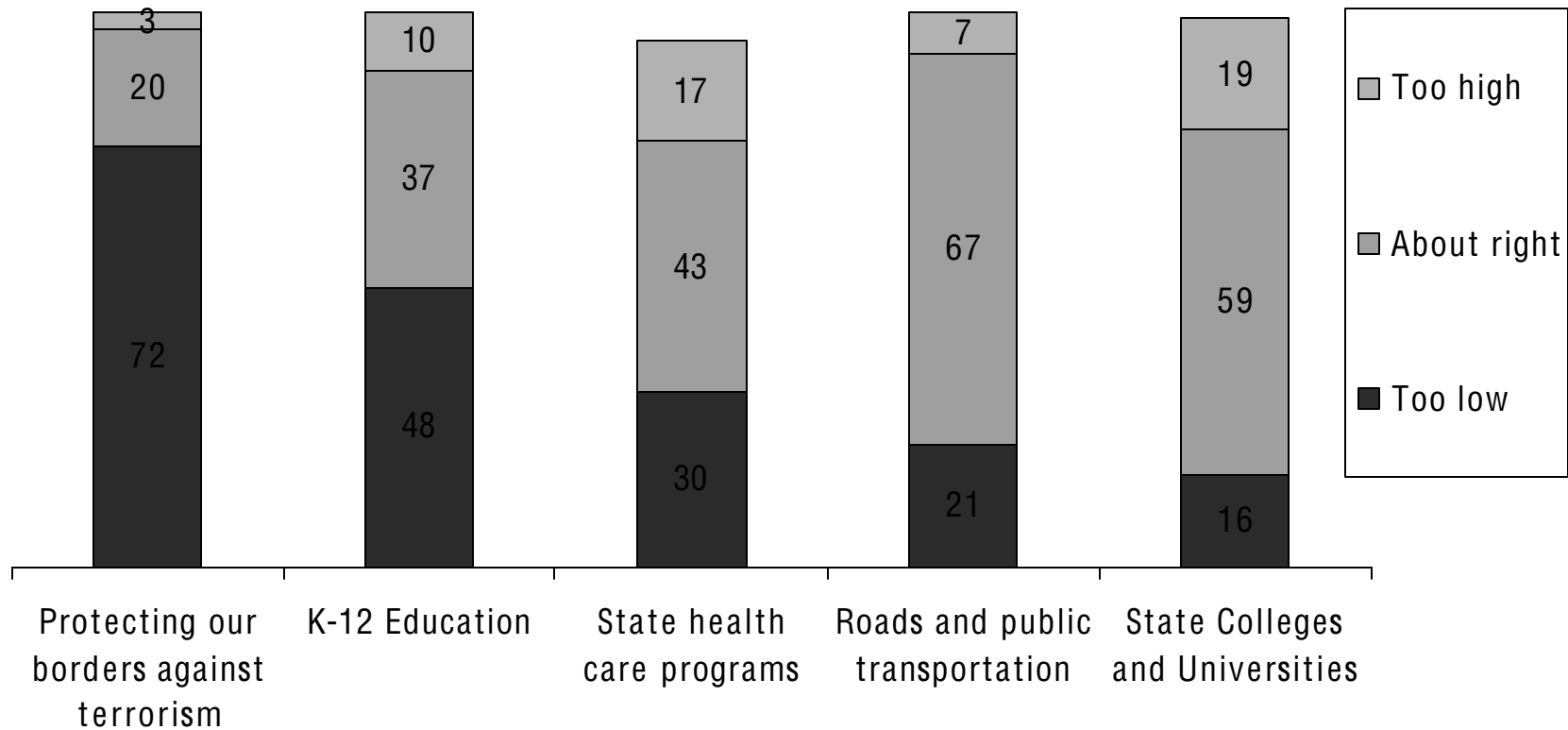
Willing to increase taxes to pay for improvements in public education?



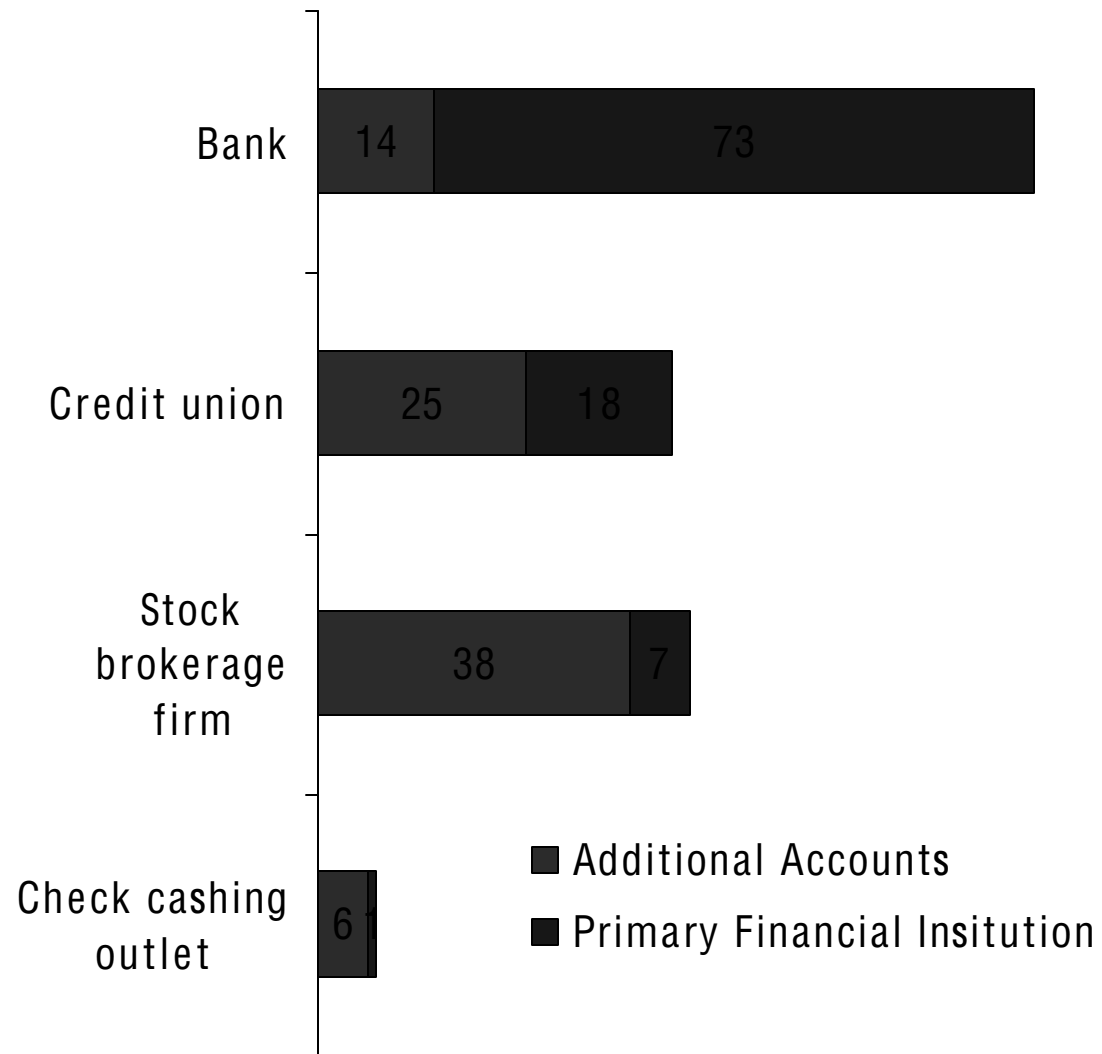
If you could do only one of the following...



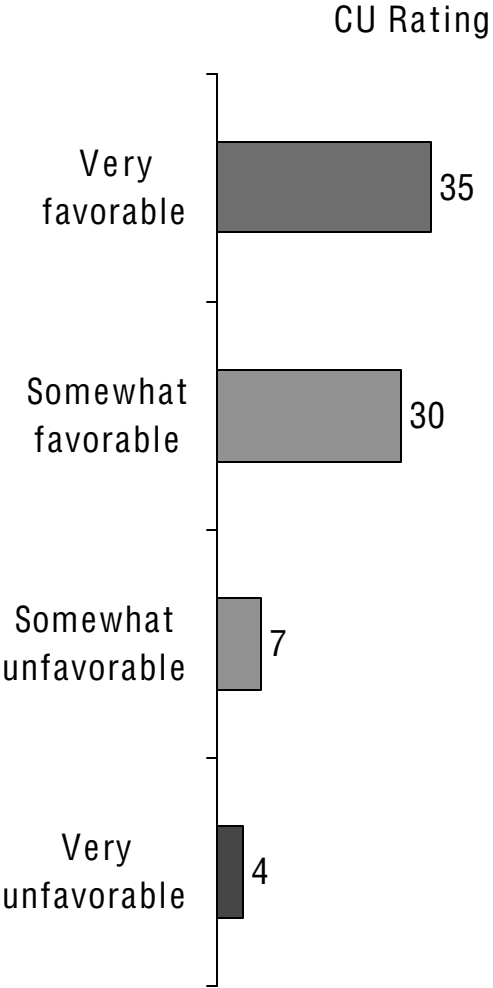
State funding level for programs



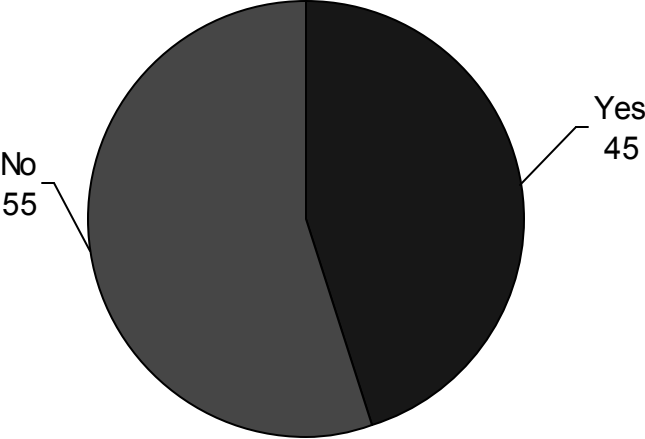
Financial Institution



Credit Union Ratings



Credit Union Membership



Who trust most for political news

