

TEXAS PULSE

A stylized blue pulse line graphic that starts as a horizontal line, dips down, rises to a peak, dips down again, and then rises to a second peak before ending as a horizontal line. It is positioned behind the word 'PULSE' in the main title.

OCTOBER 2016

TEXAS PULSE

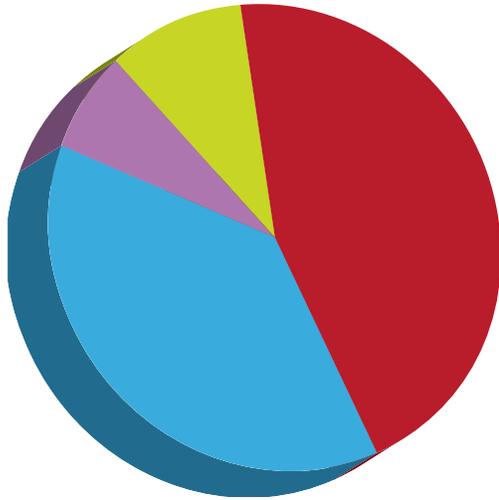


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The Texas Pulse, a periodic survey of Texans' views on the presidential election and political issues, was conducted October 22-24, 2016 by Crosswind Media and Public Relations. In this edition of Texas Pulse, we surveyed voters on who they were most likely to vote for and what the most important issue is. The poll surveyed 800 likely voters in Texas with a margin of error of +/- 3.5 percentage points.

Overall, the poll has a 95% level of confidence, meaning that if an identical survey was conducted under the same circumstances, it would generate a result within the same margin of sampling errors 19 times out of 20. A 2014 Texas Pulse survey was recognized by the *Houston Chronicle* as the most accurate poll in the governor's race.

Presidential Election



CANDIDATES	
Donald Trump	45%
Hillary Clinton	38%
Gary Johnson	7%
Not Sure	10%

Austin American-Statesman

OCTOBER 2016

Statesman poll shows Trump with 7-point lead over Clinton

By Jonathan Tilove - American-Statesman Staff

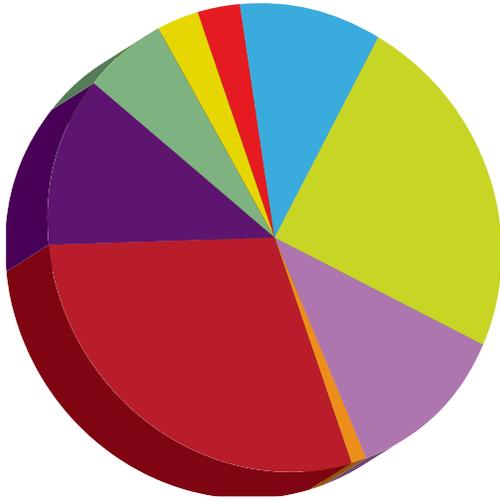
In the wake of recent polls indicating that deep red Texas might be a toss-up in the presidential race, a new Crosswind/American-Statesman Texas Pulse poll conducted Saturday through Monday shows Republican Donald Trump with a 7-point lead over Democrat Hillary Clinton in the Lone Star State.

According to the survey of 800 likely Texas voters conducted by Crosswind Media & Public Relations and Pulse Opinion Research, Trump has 45 percent support to 38 percent for Clinton and 7 percent for Libertarian Party candidate Gary Johnson and 10 percent not sure. (The poll didn't offer Green Party candidate Jill Stein as an option.)

"Texas is not yet a toss-up state, but Hillary is giving Trump a run for his money," said Thomas Graham, CEO of Crosswind, a Texas-based public relations firm with offices in New York, Los Angeles and Washington, D.C.

Read the full article [here](#).

Most Important Issue



MOST IMPORTANT ISSUE	
Taxes & Spending	10%
Economy & Jobs	24%
Education	12%
Transportation	1%
Immigration & Border Security	29%
Healthcare	12%
Social Issues	6%
Other Issue	3%
Not Sure	3%