

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.

MARCH 2016

CROSSWIND

It is my pleasure to present the full results of the latest edition of the Texas Pulse, a periodic survey of Texans' opinions on a variety of cultural, economic and political issues. This edition was jointly conducted by Crosswind Media & Public Relations and The Austin American-Statesman from February 19-22 using a survey of 1,031 Texans.

Results of the predicted voting preferences in the race for U.S. president were released 48 hours prior to Super Tuesday, with the kind of accuracy we have come to expect with this survey: Senator Ted Cruz has a commanding lead in the GOP race in Texas, and the Democrats strongly favor Hillary Clinton with a 40-point lead over Bernie Sanders, closely reflecting actual Texas Super Tuesday results, with several months to go until the general election.

The survey polled respondents about their most pressing concerns, from the economy to social issues. We asked whether President Obama should nominate Supreme Court Justice Scalia's replacement, and if Texas voters believe our country is headed in the right direction. We also queried them on their perceptions of some national and state political leaders.

The election year makes for an interesting Texas Pulse, to be sure, but other polls about the upcoming elections abound this year as well. The Texas Pulse is different, because Texans are different. We hone in on issues that matter to Texas, because what Texans think matters. As of 2016, Texas is home to four of the top 50 companies on the Fortune 500, and home to 54 overall. Texas grossed more than \$279.69 billion a year in exports — more than California and New York combined. As a sovereign country, Texas would be the 12th largest economy in the world by GDP, ahead of South Korea and Australia.

The Texas Pulse is intended to provide a guide for those who seek to understand and do business in Texas. We know how Texans think, so please contact us for any additional questions or information.

Sincerely,



Thomas Graham
President & CEO

TEXAS PULSE

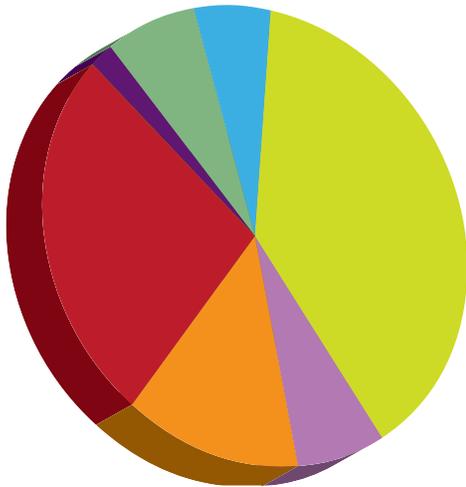


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The Texas Pulse, a periodic survey of Texans' views on a variety of cultural, economic and political issues, was conducted February 19-22, 2016 by Crosswind Media and Public Relations. The poll surveyed Democrats and Republicans separately. The survey included 620 likely GOP Primary voters in Texas with a margin of error of +/- 4.0 percentage points and 411 likely Democratic Primary voters in Texas with a margin of error of +/- 5.0%.

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.

Republican Presidential Primary



GOP PRIMARY	
Ben Carson	6%
Ted Cruz	38%
John Kasich	7%
Marco Rubio	13%
Donald Trump	26%
Other Candidate	2%
Not Sure	7%

Taken one week before the Super Tuesday March 1 primary, the poll of likely voters puts Ted Cruz in front of the GOP field, with 38% to Donald Trump's 26%, with Marco Rubio in third at 13%. As the field narrows, Cruz and Rubio have benefited, while Trump, with universal name recognition and high awareness from the beginning, has shown less ability to grow his coalition, remaining stagnant at 26%.

This represents a considerable jump for Senator Cruz in Texas over the August Texas Pulse. In that poll, Cruz only received 15%. Trump, on the other hand, stayed unchanged at 26%. Rubio was only at 3% in the August poll when there were many more candidates.

Cruz' supporters are more conservative, younger and better educated. 43% of Cruz voters identify themselves as conservatives. Trump, on the other hand, does better among self-described liberals, at 34%, compared to only 24% describing themselves as conservative.

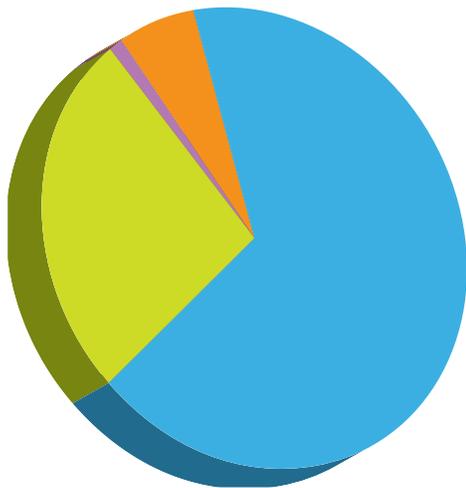
Trump, who made his stand early against illegal immigration, is actually the strongest candidate among Hispanics. Indeed

he has stronger support among Hispanics (35%) than among Anglos (25%). Cruz, on the other hand, does better with Anglos (39%) than Hispanics (28%). (Texas' Republican Hispanics, it should be noted, are more conservative and opposed to illegal immigration as the Texas Hispanic population as a whole.)

Cruz, however, beats Trump in his signature issue. Among those voters who placed immigration and border security as their number one issue, Cruz receives support of 41% compared to Trump's 30%.

Among issues important to Texas Republicans, the "Ability to Change Washington" was the top pick at 36%, closely mirroring the Cruz numbers and indicating Cruz' strong anti-Washington message resonates. The "Ability to Manage the Border Situation" ranks low, whereas border security ranks strong among Texas Republicans, indicating that while Texans see it as a problem, they believe that without changing the Washington culture, little will change. This is shown by looking at those who chose border security as their top issue. Among that subset, more than double (34%) chose changing Washington over managing the border (15%).

Democratic Presidential Primary



DEMOCRATIC PRIMARY	
Hillary Clinton	66%
Bernie Sanders	26%
Other Candidate	1%
Not Sure	6%

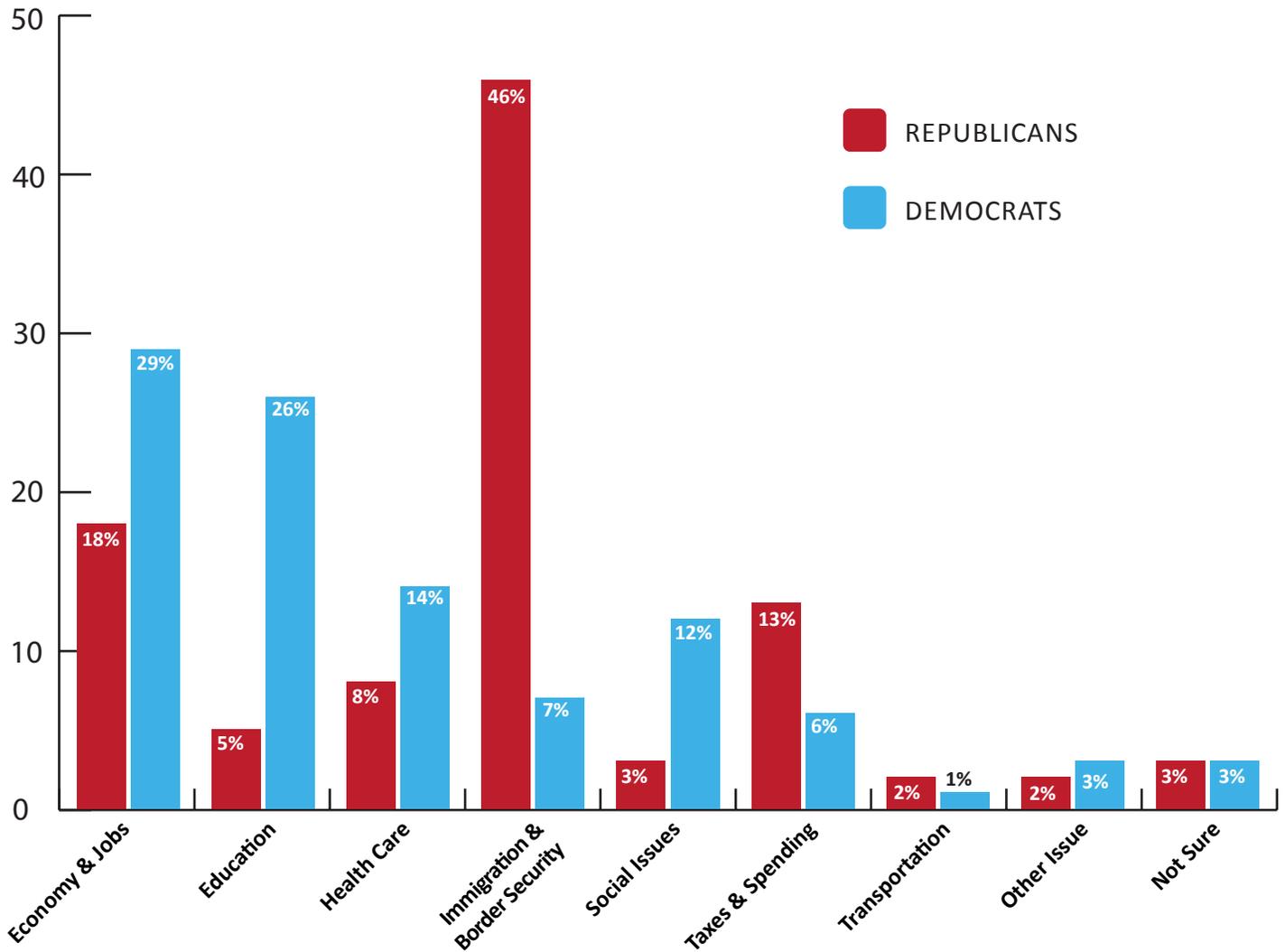
Hillary Clinton remains strong in Texas, with a lead of 66-26% over Bernie Sanders, an improvement from September's poll when she led 55-21%. Clinton leads in all categories, with her strongest support coming from huge margins among African-Americans (70-16%) and Hispanics (72-21%). Clinton does slightly better among women (68-24%) than men (64-30%) and leads among young voters (54-37%).

The prime reason Democrats chose their candidates was the ability to manage the economy (27%) followed closely by the ability to manage social changes in the country (23%). Clinton

won the first category 73-25% and Sanders won the second 52-47%. On the ability to handle international relations and trade, Clinton trounced Sanders. Although only 12% of voters picked it as their top reason for selecting a candidate, 92% of them selected Clinton as their choice, compared to 8% for Sanders. In terms of the ability to win the election in November, Clinton won 94% to 6%.

Clinton has run a race focusing on her ability to appeal to women. She holds a 68-24% lead among women, compared to 64-30% among men.

Most Important Issues Facing Texas

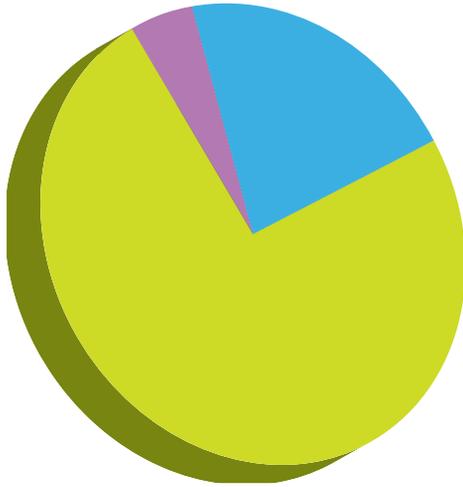


Immigration and border security remain the biggest issues for Republicans in Texas, with 46% of Republicans selecting this issue. In the 2015 Texas Pulse, 50% of Republicans chose border security, essentially unchanged. The next biggest choice is the economy, at 18%, compared to 15% in 2015. Taxes and spending, at 13%, is also essentially unchanged from the 2015 poll, where it scored at 11%. Health care (8%) and Education (5%) round out Republicans' top five issues.

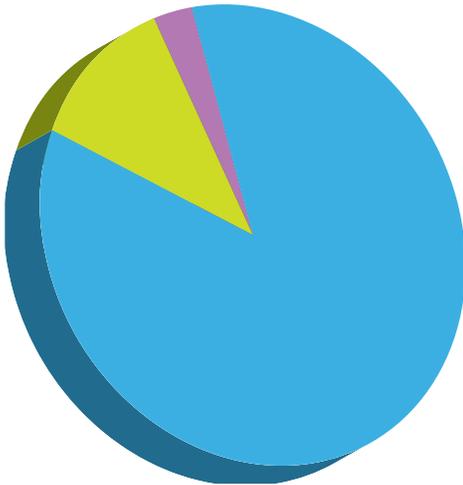
The top two issues for Democratic voters are the economy (29%) and education (26%). Health care is only an issue for 14% of Democrats, possibly reflecting satisfaction following President Obama's health care reforms. Social issues (12%) and immigration (7%) round out the Dems top five list, with taxes closely following at 6%.

Nomination of a New Supreme Court Justice

REP



DEM



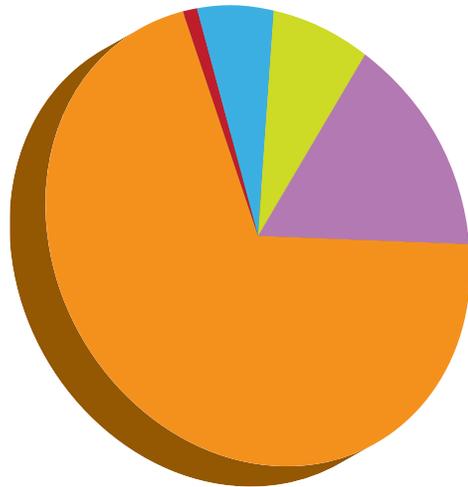
JUSTICE NOMINATION		
	GOP	DEM
Obama should name the nominee	21%	86%
Obama should allow the next president to name the nominee	74%	12%
Not Sure	5%	3%

Republicans and Democrats in Texas strongly disagree on the issue of whether or not President Obama should nominate a new justice to the Supreme Court in an election year. Democrats by a wide margin (88-12%) say Obama should appoint a new justice. More conservative Democrats believe so by a lesser margin (59-37%).

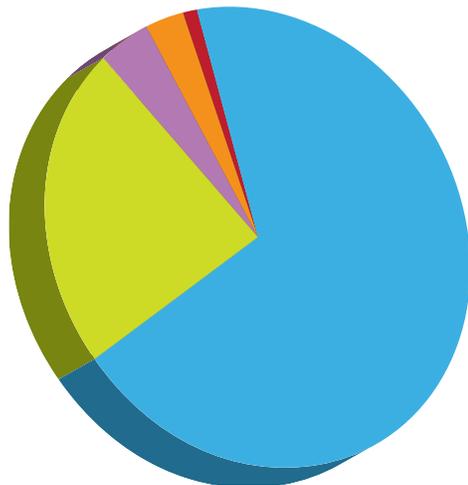
Republicans believe strongly (74-21%) that Obama should not nominate a new justice and leave the decision to the next president. Liberal-leaning Republicans also believe so, again by a lesser margin (54-42%).

Favorability: President Barack Obama

REP



DEM



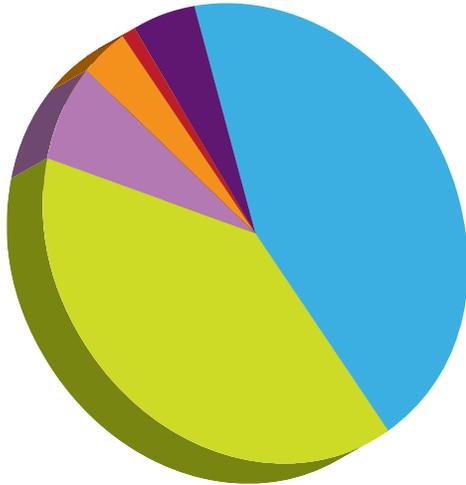
OBAMA FAVORABILITY		
	GOP	DEM
Very Favorable	6%	68%
Somewhat Favorable	7%	23%
Somewhat Unfavorable	15%	4%
Very Unfavorable	70%	3%
Not Sure	1%	1%

Barack Obama remains polarizing in his final year in office. While 91% of Democrats view him favorably (68% very favorable, 23% somewhat favorable) 85% of Republicans view him unfavorably (70%, 15%). These views are somewhat more pronounced for older voters in both parties. Obama's favorability ratings are consistently positive among all

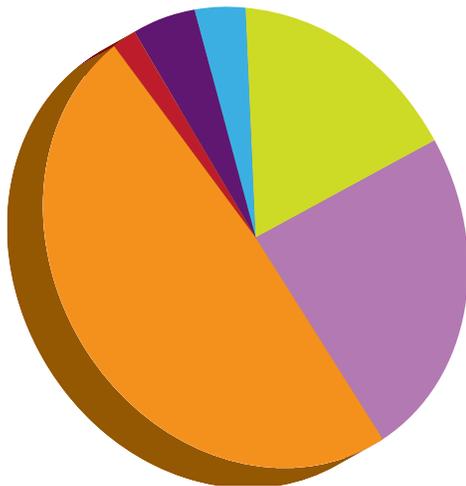
categories of Democrats and consistently negative among all categories of Republicans. The number of Democrats viewing Obama favorably has increased from the previous poll in August 2015. In that poll, 86 percent of Democrats saw Obama favorably. Among Republicans, 88 percent saw him unfavorably.

Favorability: Governor Greg Abbott

REP



DEM



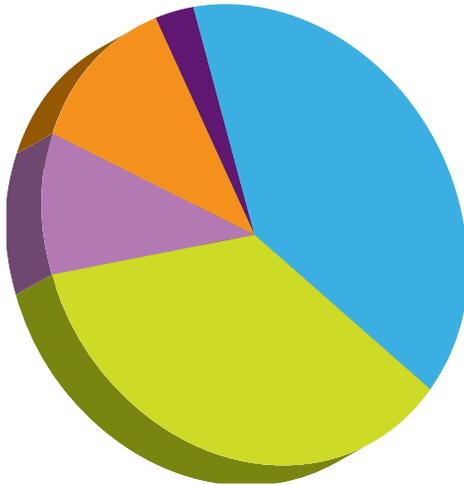
ABBOTT FAVORABILITY		
	GOP	DEM
Very Favorable	44%	4%
Somewhat Favorable	39%	17%
Somewhat Unfavorable	7%	24%
Very Unfavorable	4%	49%
Never Heard of Him	1%	2%
Not Sure	5%	5%

Greg Abbott is seen favorably by 83% of Republican voters, though the numbers are less pronounced for him, with only 44% seeing him as highly favorable and 39% seeing him somewhat favorably. Abbott is seen unfavorably by 73 percent

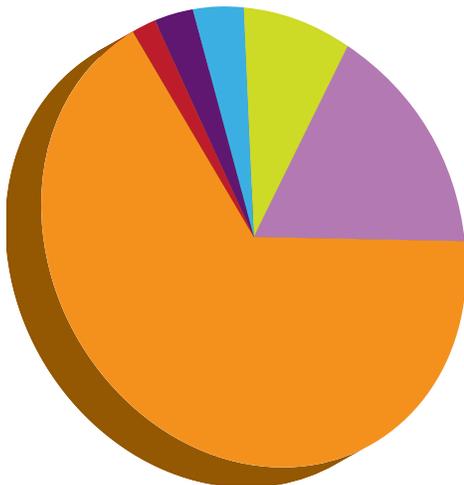
of Democrats, but this number is also more moderated, with a very/somewhat unfavorable split of 49-24%. Abbott's polarization has grown since August, when 77% of Republicans supported him and 69 percent of Democrats opposed him.

Favorability: Senator Ted Cruz

REP



DEM



CRUZ FAVORABILITY

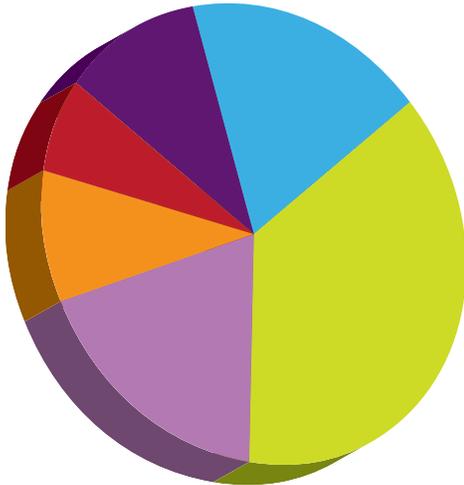
	GOP	DEM
Very Favorable	39%	4%
Somewhat Favorable	35%	8%
Somewhat Unfavorable	10%	16%
Very Unfavorable	12%	67%
Never Heard of Him	0%	2%
Not Sure	3%	3%

Ted Cruz is seen favorably by 74% of Republicans (39-35% very/somewhat) and unfavorably by 83% of Democrats, who have a more visceral response to the junior senator, with 67% viewing him very unfavorably and 16% somewhat unfavorably. Cruz has

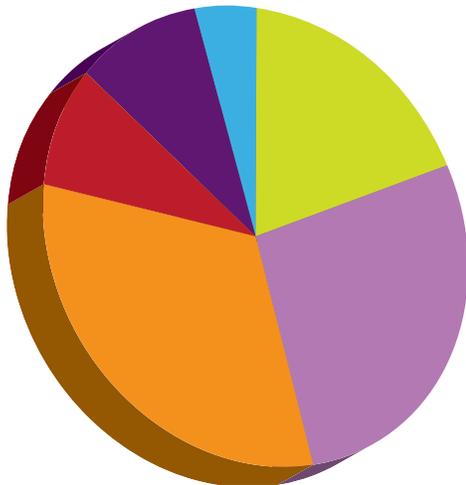
also become more polarizing. In August he received favorable ratings from 72% of Republicans and unfavorable ratings from 80% of Democrats.

Favorability: Senator John Cornyn

REP



DEM



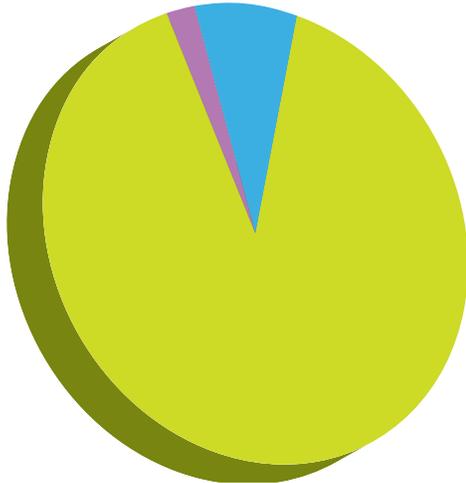
CORNYN FAVORABILITY		
	GOP	DEM
Very Favorable	18%	5%
Somewhat Favorable	37%	18%
Somewhat Unfavorable	18%	28%
Very Unfavorable	9%	31%
Never Heard of Him	7%	9%
Not Sure	11%	10%

John Cornyn has the most mixed favorable/unfavorable ratings. Unlike Abbott and Cruz, his support among his fellow Republicans is weak, with only 55% of Republicans viewing him favorably. Among these, only 18% are very favorable, while

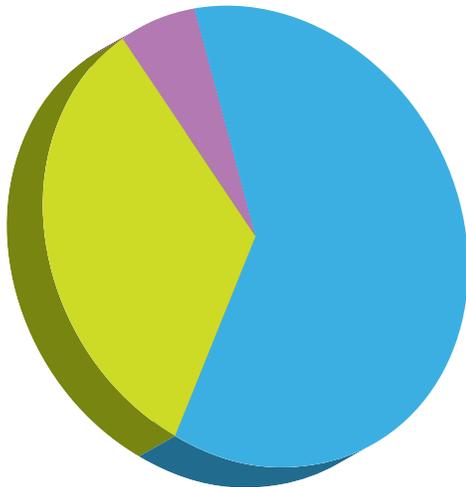
37% are somewhat favorable. Within his own party, 27% view him unfavorably. Among Democrats, Cornyn doesn't get much of a break either, with 59% viewing him unfavorably (31%/28% very/somewhat). Senator Cornyn was not polled in August.

Direction of the Country: Right Track/Wrong Track

REP



DEM



DIRECTION OF THE COUNTRY		
	GOP	DEM
Going in the right direction	8%	61%
We have gotten off on the wrong track	90%	33%
Not Sure	2%	6%

The poll asked Texans whether they thought the country was heading in the right track or the wrong track. Democrats had a more positive view of the country's direction by 61-33 percent,

while Republicans were strongly opposed, with 90 percent believing the country is on the wrong track, compared with 8 percent who think it's on the right track.