

TEXAS PULSE Branding Texas Survey

Texas is unique with a distinct identity. How do Americans outside the Lone Star State view its unique position in the U.S.? In this edition of the Crosswind Texas Pulse, we asked non-Texans from around the country to share their perspectives on the state of Texas. This special project is part of our ongoing market research and consumer intelligence analysis about Texas, we call the Crosswind Texas Pulse.

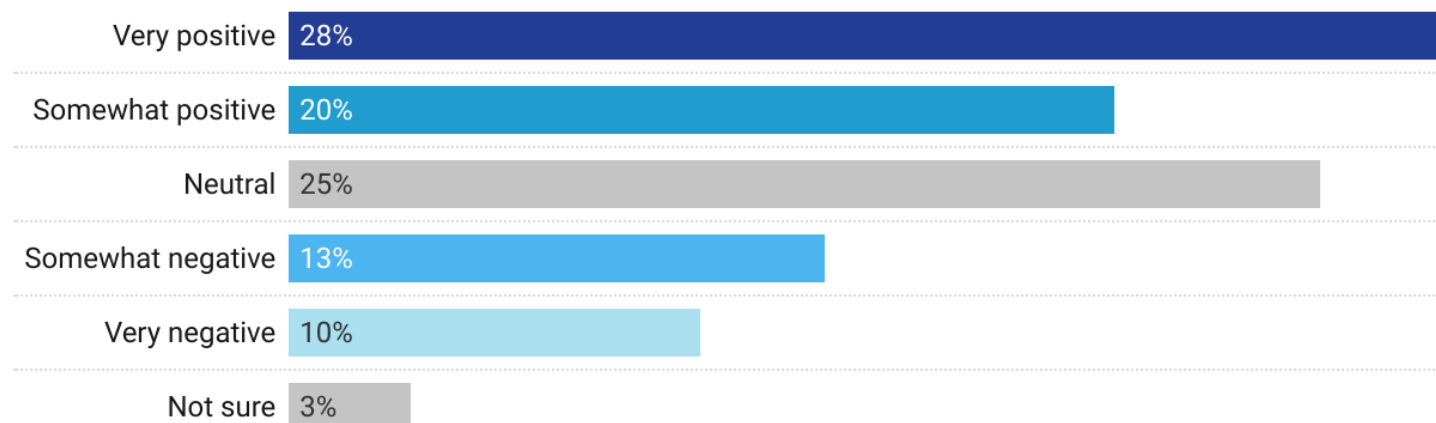
KEY FINDINGS

Results from a U.S. nationwide poll reveal the following results:

1. A plurality of Americans, 48%, report a positive view of Texas, a belief held especially among Republicans and conservatives responding to our survey.
2. Most Americans believe Texas is a good place to travel, start a business, and raise a family.
3. Only 37% of Americans see Texas as more culturally diverse than other U.S. states, although it is one of the most diverse states in the country.

MOST AMERICANS VIEW TEXAS POSITIVELY

Generally speaking, do you have a very positive, somewhat positive, neutral, somewhat negative, or very negative view of Texas?



Sample: 914 non-Texan American Adults (MoE +/-3%), July 12-13, 2021

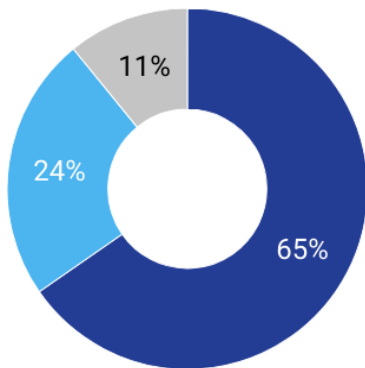
48% of Americans have a positive view of the Lone Star State, compared to **23% with a negative view**.

The Political Divide: 69% of Republicans and 73% of Conservatives say they have a positive view of Texas, while 36% of Democrats and 23% of Liberals agree. Respondents identifying as moderates are in the middle, with 40% having a positive view of Texas.

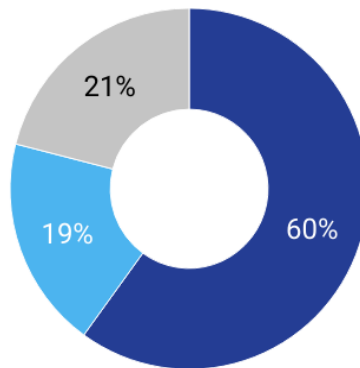
MOST AMERICANS LIKE WHAT TEXAS HAS TO OFFER

"Do you consider Texas a good or bad place...?"

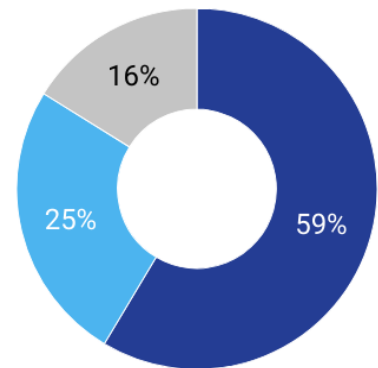
■ Good ■ Bad ■ Not Sure



Travel destination for vacations?



To start a business?



To raise a family?

Sample: 914 non-Texan American Adults (MoE +/-3%), July 12-13, 2021

60% of Americans believe Texas is a good place to start a new business, particularly among self-identified conservatives, parents with children under 18, men, and married individuals.

HOW CULTURALLY DIVERSE IS TEXAS?

Compared to most U.S. States, do you believe Texas more culturally diverse, less culturally diverse, or about the same?



■ More diverse ■ Less diverse ■ About the same ■ Not sure

IS TEXAS HEADED IN THE RIGHT OR WRONG DIRECTION?

Compared to other states, do you think Texas is headed in the right direction or in the wrong direction?



■ Right direction ■ Wrong direction ■ Not sure

BACKGROUND & METHODOLOGY

In this survey of 914 non-Texas adults across the United States, there is a +/- 3% margin of error assuming a 95 percent confidence interval. Data for this study were collected between July 12-13, 2021. Adults in this study represent residents of U.S. states excluding Texas. A screener question was used to exclude respondents who currently reside in Texas.

For more information or for a copy of the poll's crosstabs, please send a request to media@crosswindpr.com.