

National survey of non-Texans from Crosswind Media & Public Relations and Rasmussen Reports on the Brand of Texas

Texas has a rich history and a distinct identity, so we at Crosswind partnered with Rasmussen on this Texas Brand Perception Study to examine how Americans outside of Texas view our state. We polled 845 non-Texas adults across the United States, seeking their opinions of the Lone Star State. Here's what they said:

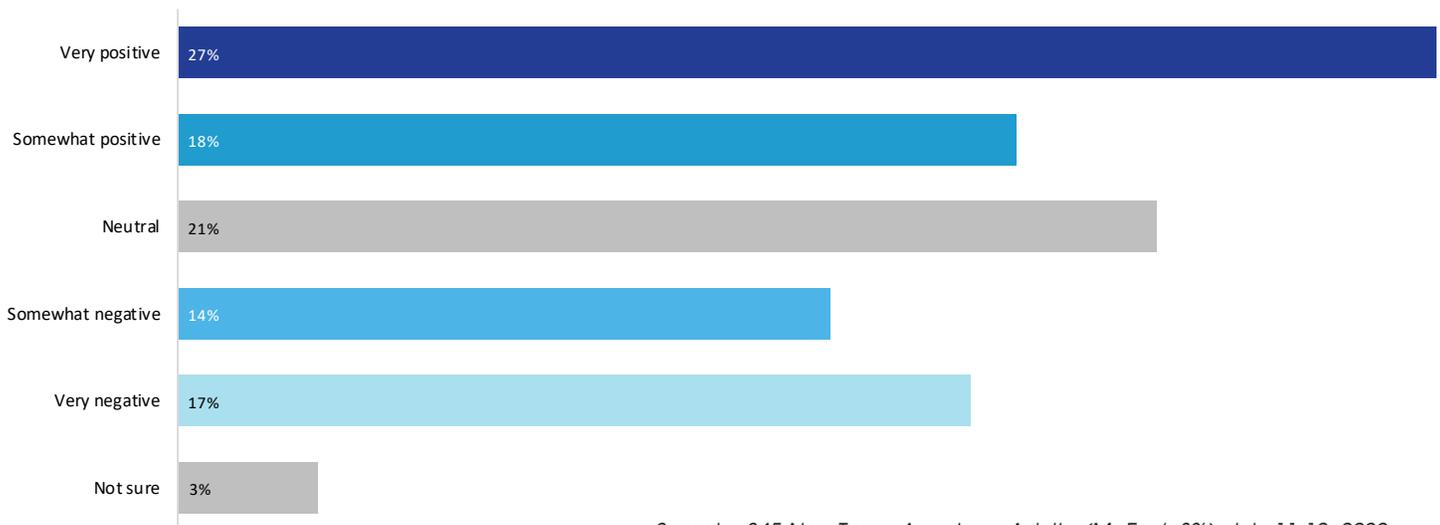
KEY FINDINGS

Crosswind's national poll shows Americans outside of the state believe:

- Texas is a good place to start a business (53% agree)
- To raise a family (52% agree).
- The poll also revealed 45% of Americans have a positive view of the Lone Star State, with 27% strongly and 18% somewhat approving of the state overall.

AMERICANS VIEW TEXAS POSITIVELY

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

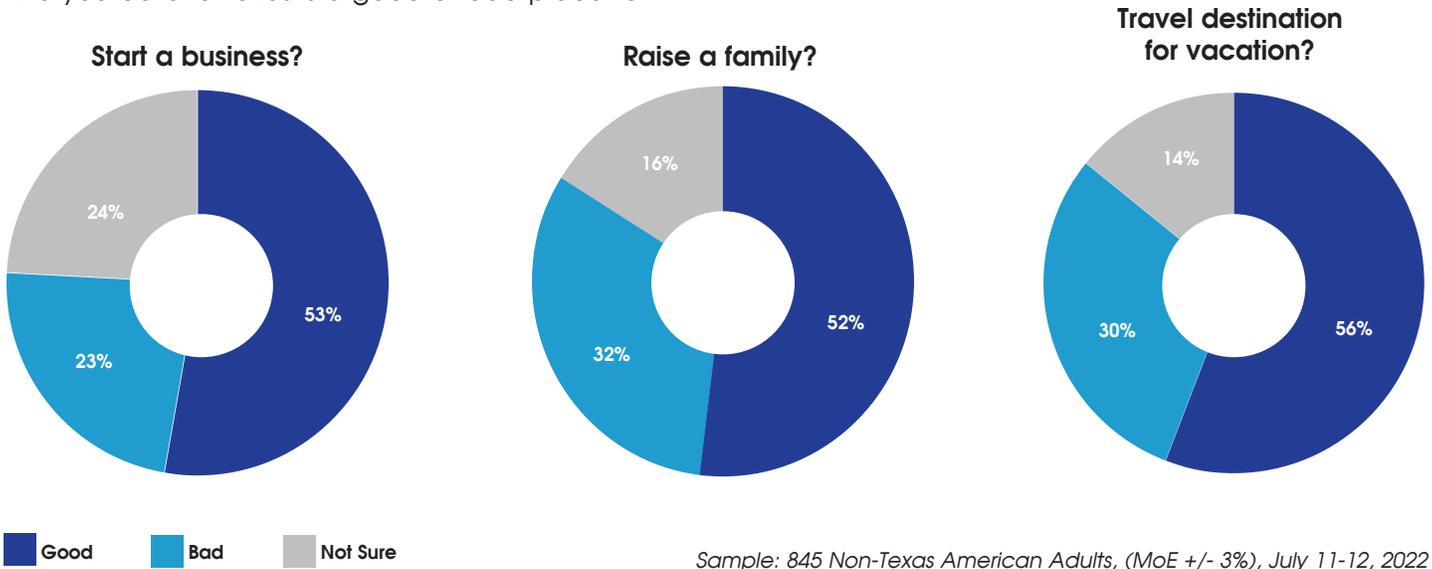


Sample: 845 Non-Texas American Adults, (MoE +/- 3%), July 11-12, 2022

45% of Americans have a positive view of the Lone Star State, compared to **31% with a negative view**.

MOST AMERICANS LIKE WHAT TEXAS HAS TO OFFER

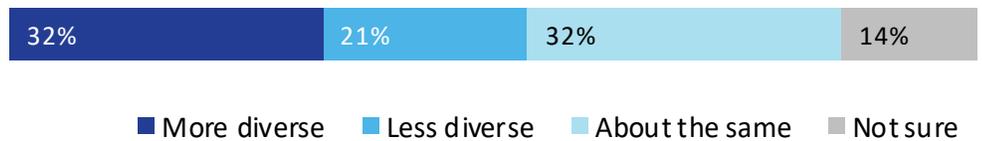
“Do you believe Texas is a good or bad place to...?”



53% of Americans believe Texas is a **good place to start a new business**, and 52% believe it's a **good place to raise a family**. 56% of respondents believe Texas is a **good travel destination for vacations**.

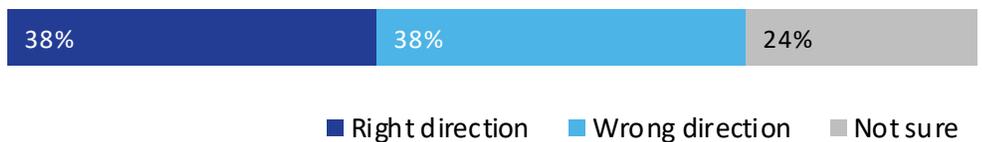
HOW CULTURALLY DIVERSE IS TEXAS?

Compared to most U.S. states, do you think Texas is more culturally diverse, less culturally diverse, or about the same?



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?



BACKGROUND & METHODOLOGY

In this survey of 845 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 11-12, 2022. 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.