

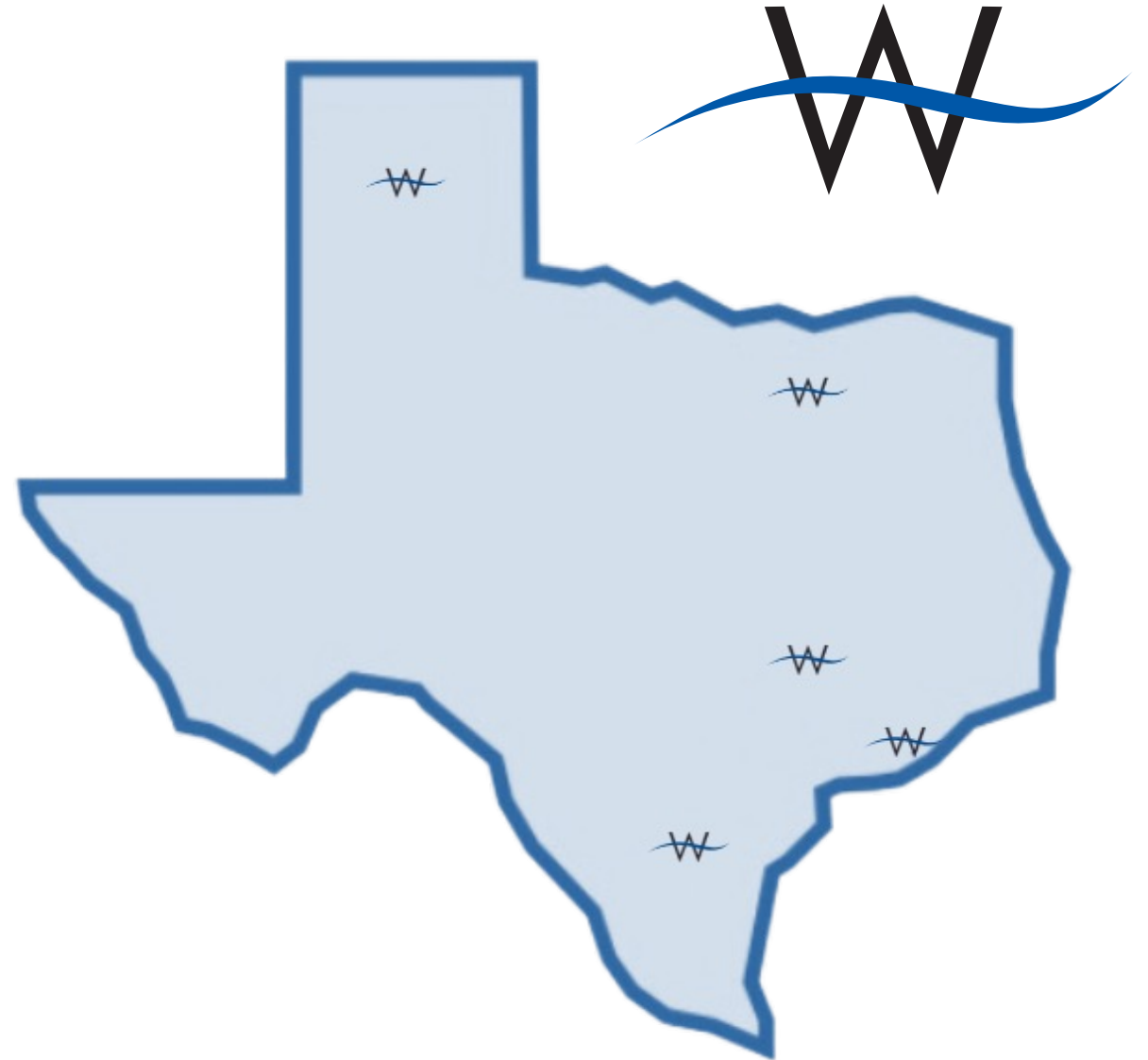


WELCOME

CROSSWIND

CROSSWIND QUICK FACTS

- Headquartered in Austin with offices in Houston, Dallas, Corpus Christi, Amarillo, Washington D.C., and Los Angeles. We have Texas covered.
- Our agency serves corporations, public agencies, and state/national governments across five
- Home is Texas – we hold a fierce commitment to our clients, still do business on a handshake and usually wear boots to our meetings



RESEARCH BACKGROUND & METHODOLOGY



We produce a number of market intelligence reports and resources for our clients, including an **influencer's analysis we call the Texas Pulse**, and a periodic test of Texans' views on a variety of issues, which we call our **Texas Pulse Poll**. We survey the Lone Star state on attitudes towards personalities, issues, products and more, and the data indicates we know Texas pretty well.

Non-Texan residents of the U.S. responded to a telephone survey asking questions about Texas and its brand.

Prospective respondents received invitations to complete either a paper or digital version of our questionnaire.

Results in this report include Texas Pulse data collected each year between 2021-2023 using an identical question methodology each year. The project was conducted and designed by Crosswind Media & Public Relations in partnership with Pulse Opinion Research.



Factors investigated:

- Overall attitudes toward Texas from non-Texan Americans.
- Views toward Texas as a good place for travel, business, and raising families.
- Whether Texas is headed in the “right” or “wrong” direction.



Methodology:

- Survey length: 8-minutes
- Sample: 825 Americans residing in U.S. states excluding Texas (MoE +/- 3%) each year.
- Survey designed and conducted by Crosswind Media & Public Relations, based in Austin, Texas in partnership with Pulse Opinion.



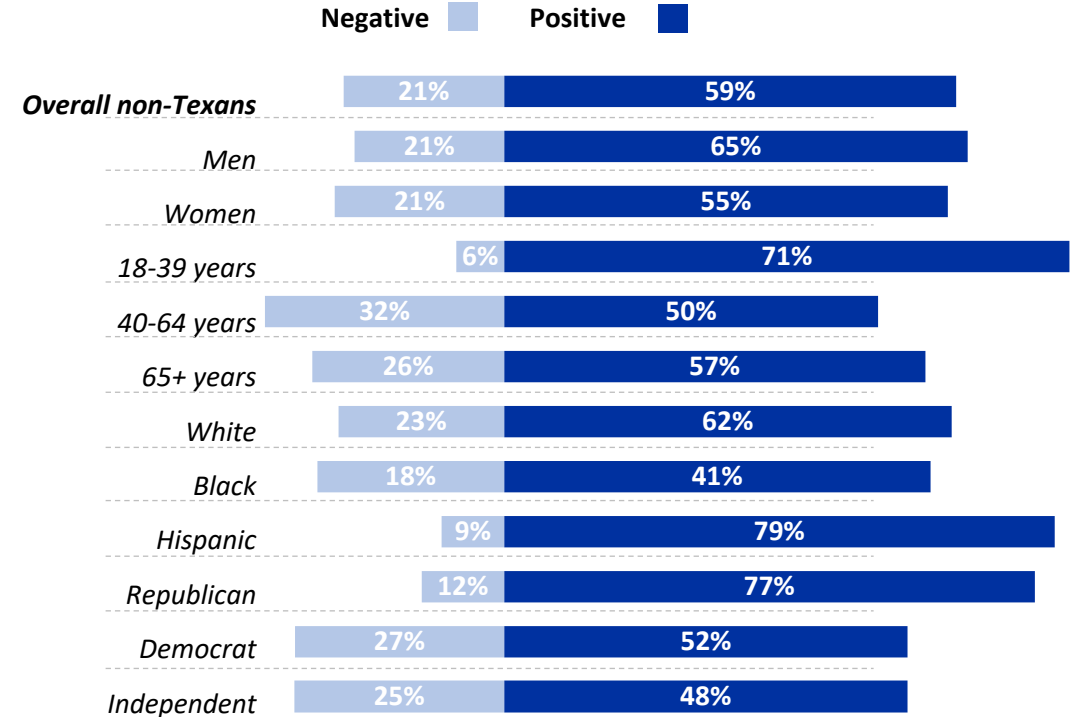
Fielding time:

- 2021: July 13– July 14, 2021
- 2022: July 11– July 12, 2022
- 2023: April 11-12, 2023

AMERICANS VIEW TEXAS FAVORABLY

59% Americans outside of Texas who have a **positive opinion** of the state in **2023**

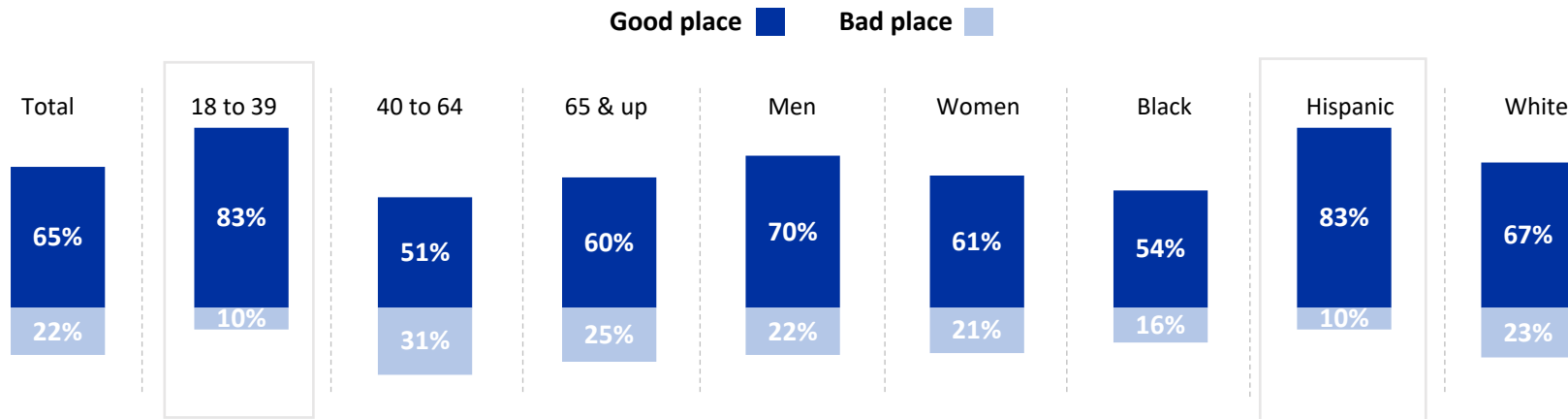
- A plurality of Americans have either a **very** (33%) or **somewhat** (26%) positive opinion of Texas.
- **55% say Texas is headed in the right direction** compared to other states.
- **Hispanics**, self-identified **Republicans**, and **people ages 18-39** hold the most positive view compared to other groups.



TEXAS' ENTREPRENURIAL POTENTIAL IS STRONG

A coalition of younger, minority Americans see Texas as a hub for business potential

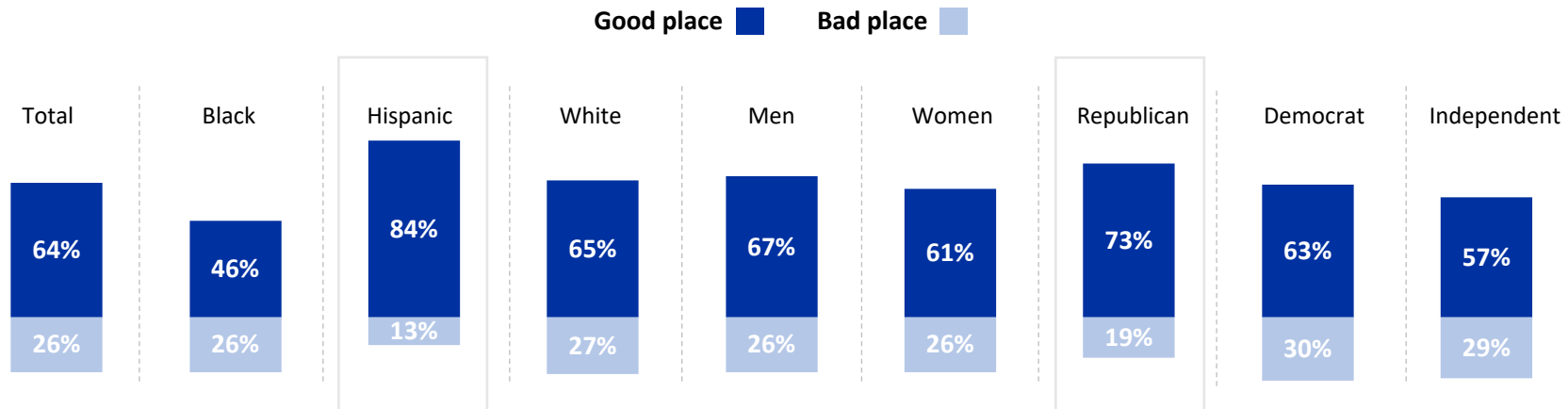
65% of Americans say they believe Texas is a **good place to start a business**
*The future of Texas depends on the next generation, **young** and **Hispanic Americans** are more likely to see Texas as a land of opportunity.*



MOST AMERICANS LIKE TEXAS AS A FAMILY HOME

When it comes to decisions about where to live and raise a family, Texas is popular for a majority of Americans

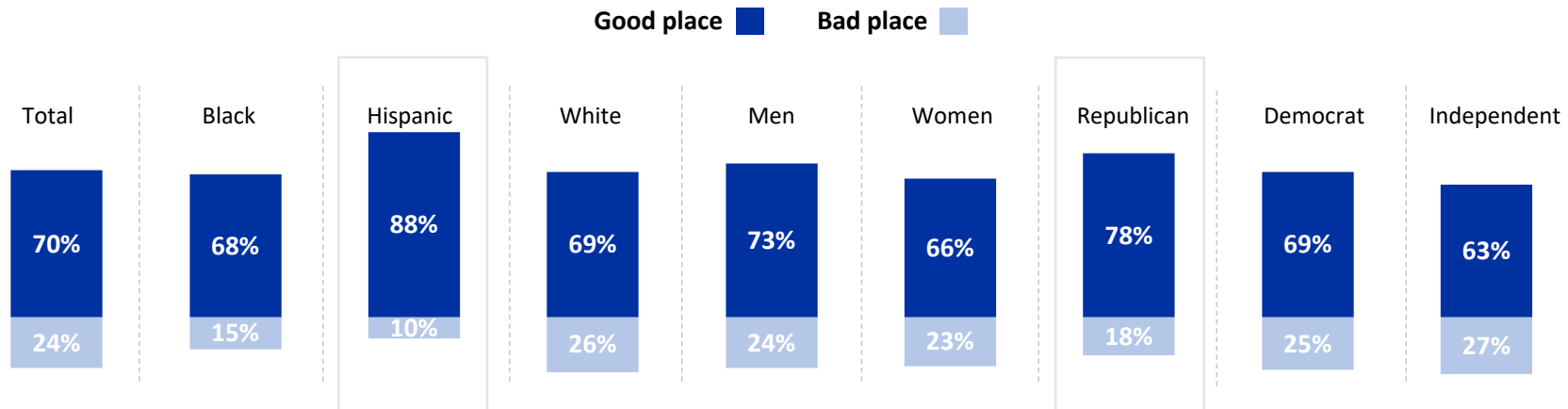
64% of Americans say they believe Texas is a **good place to raise a family**
*It's no surprise that Republicans are high on family life in Texas, and perhaps this reflects a cultural connection with **Hispanic Americans** around family issues as well.*



...AND TEXAS IS A POPULAR VACATION DESTINATION

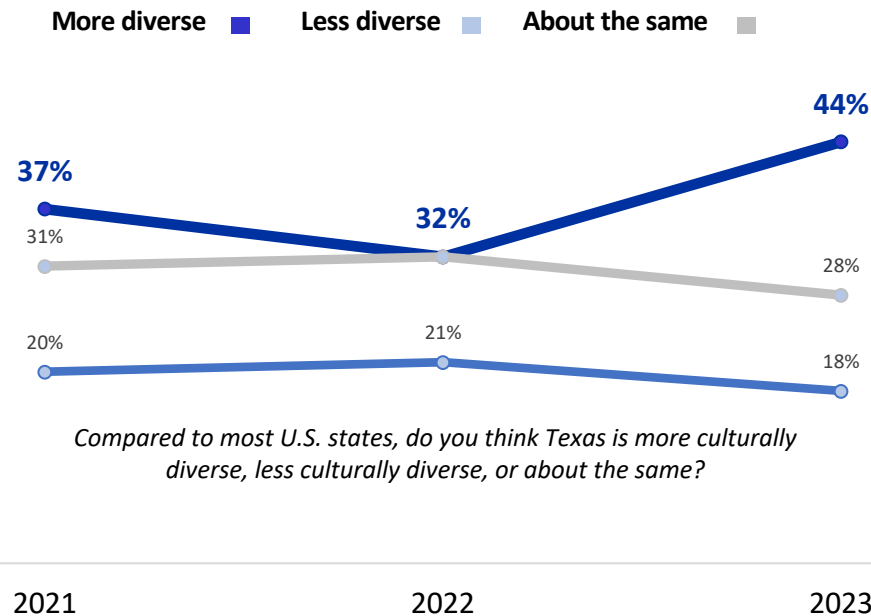
When it comes to decisions about vacation, Texas is popular for a majority of Americans

70% of Americans say they believe Texas is a **popular travel destination**
*It's no surprise that Republicans are high on family life in Texas, and perhaps this reflects a cultural connection with **Hispanic Americans** around family issues as well.*



TEXAS IS THE MOST DIVERSE STATE IN AMERICA (BY HOUSEHOLD) AND NOW THE REST OF THE COUNTRY IS TUNING IN.

Americans increasingly see Texas as more culturally diverse than other states, but many still may not fully appreciate the wide variety of Texan life.

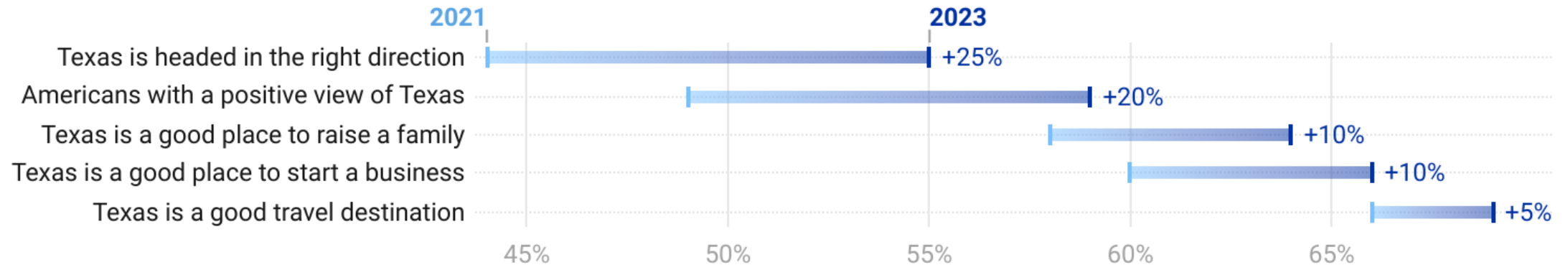


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TEXAS IS GAINING MOMENTUM

Coming out of a Pandemic and tumultuous election cycle, Americans are increasingly optimistic about what Texas can offer in many aspects of life.

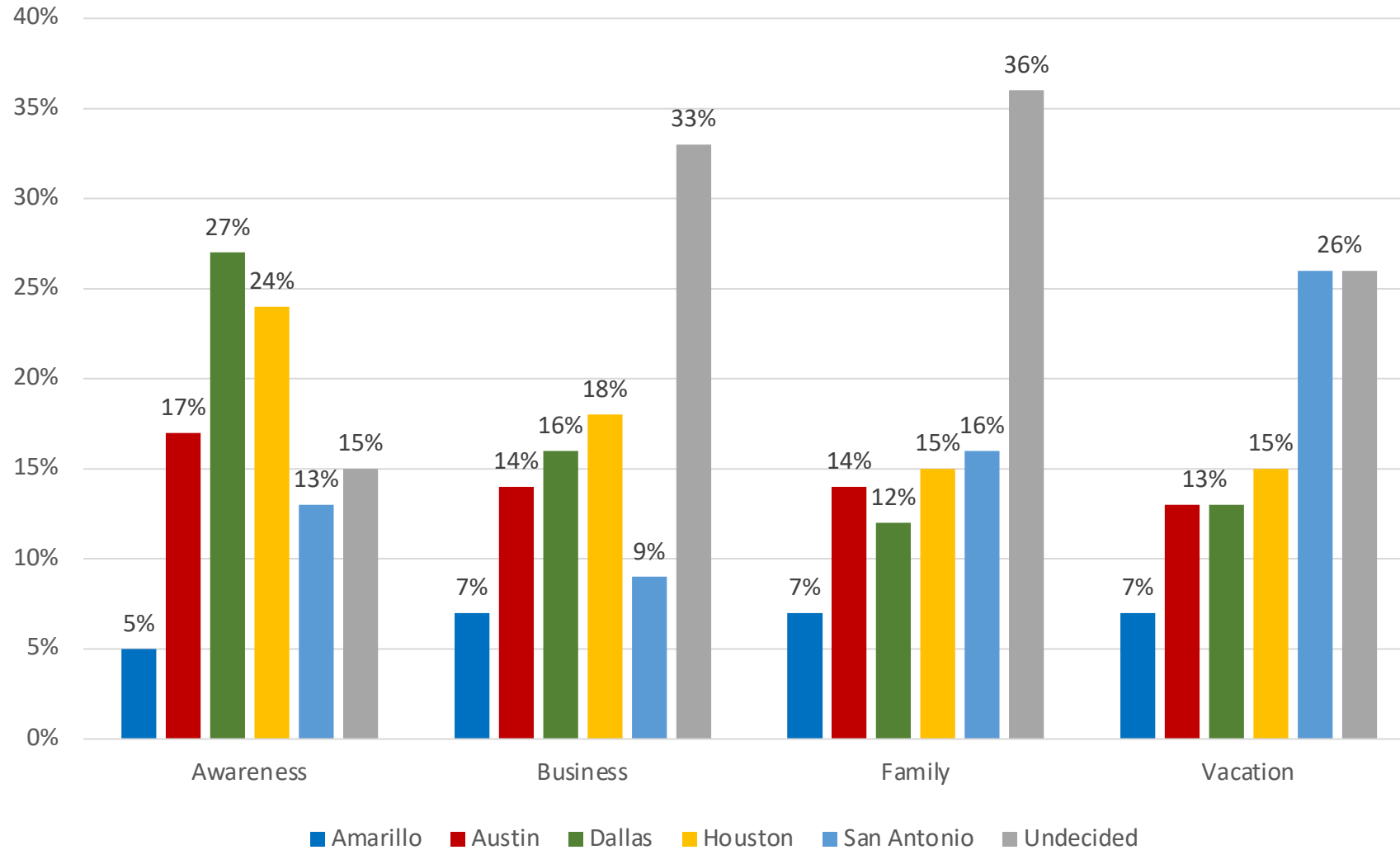
Right direction	Overall view	Raising a family	Starting a business	Vacation destination
Americans are +25% more confident in the trajectory of Texas over the past two years.	As of 2023, a majority of Americans now have a positive view of the state overall	Almost two-thirds of Americans see Texas as a good place to raise a family	An already thriving business climate is poised to grow even more	Led by San Antonio, Texas destinations are increasingly popular for vacations for most Americans



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TEXAS CITIES

For Awareness, Starting a business, Raising a family or as a Travel destination



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THANK YOU

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