

PARADIGM



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Washington DC - Austin - Denver

Confidential Full Crosstabs

Texas Statewide Poll

Gubernatorial- Republican Primary

Polling ran January 9, 2022

Report date January 12, 2022

Confidential Full Crosstabs

Texas Statewide Poll

Performed on January 9th 10am – 8:30pm

1.05% machine random sample for P2P text messages

1.43% machine random sample for IVR landline phone calls

Population size (N) 1,900,000 high propensity likely Republican voters

20,000 P2P Text Messages and 27,098 IVR landline phone calls

14 Carrier Errors

1,487 responses

2.54% Margin of error

95% Confidence level

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For survey items, respondents were machine random selected with the only qualifier being that they have voted in at least two out of the last four Republican primaries, a group that consists of approximately 1,900,000 voters.

These results presented below include 1,486 likely Republican primary voters, producing a margin of error of +/- 2.54% percentage points.

This poll follows the trendline (chart of Primary Support over Time) of the previous 4 polls that we have full access to crosstabs.

The most recent poll shows “Rick Perry’s” support (the candidate on the ballot is a real person named Rick Perry, it is not the former Governor of Texas Rick Perry¹) staying strong among “low information” voters but beginning to level off at 12%.

Don Huffines has reversed his downward trend that started when Allen West entered the race in July. Our understanding of the U shaped phenomenon in Huffines support is that he consolidated early support of the “Anti-Abbott” Voters, but lost support when another alternative entered the race (Allen West). He has spent substantial money campaigning around the state and hiring many “grassroots type” staff, his support trends younger and more active voter (4 of 4).

Both Chad Prather and Don Huffines supporters would be classified as very “sticky” they are convinced and “fired up” to support their respective candidate. Some Prather support is likely “non-traditional” Republican voters and will not be fully captured in this poll of historical voters in the Republican Primary.

¹ When these poll results were shown to the actual Rick Perry, former Republican Governor of Texas, his answer and response was a series of grunts and facial distortions. He was rumored to be considering a run against Abbott early last year. (not verified with Governor Rick Perry)

Incumbent Republican Governor Greg Abbott has numerical strength among less engaged voters, many of whom told our poll workers that they either didn't know there was a contested primary, or were "unable to understand" why anyone would challenge the incumbent. Although "Rick Perry", Don Huffines and Allen West have made sizable gains with low information voters that have historically been supporting Greg Abbott.

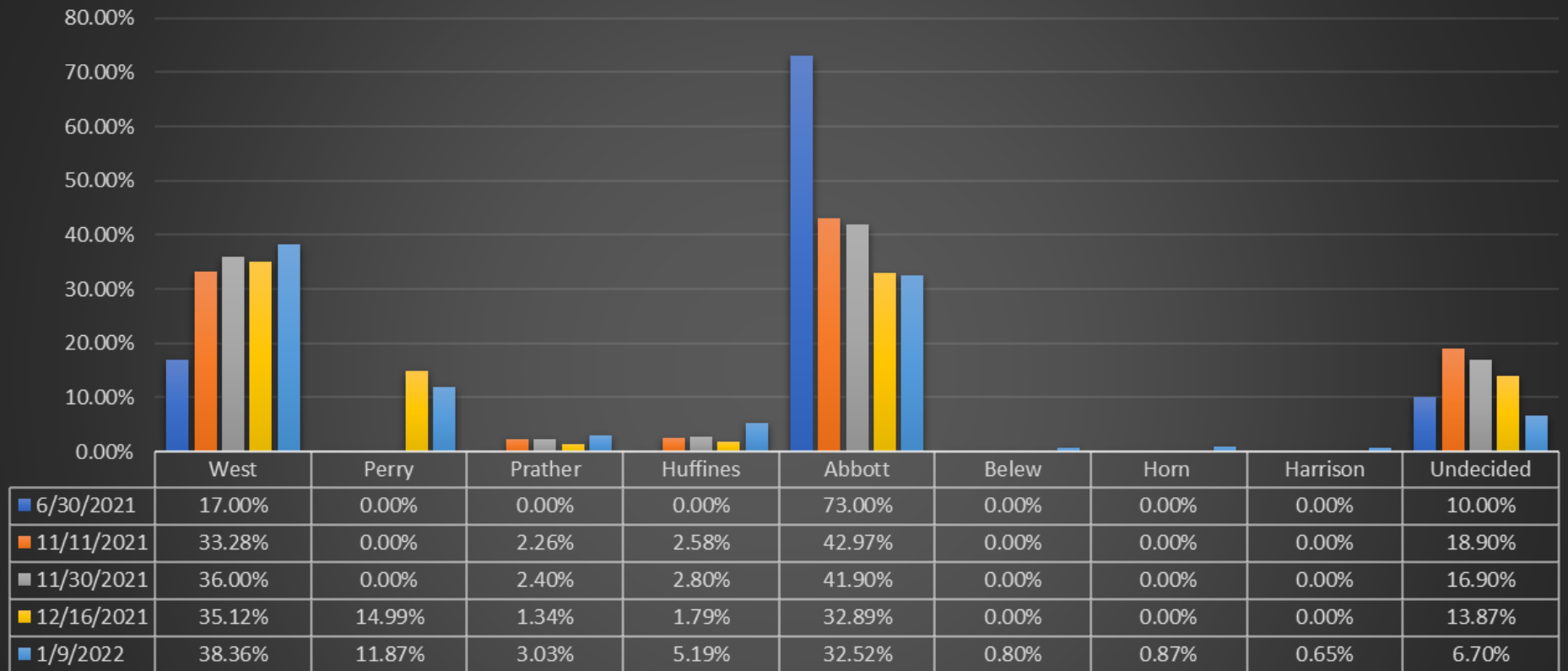
The other candidates showed very little name or campaign recognition, with a vast majority of voters polled saying they would "need more information to make a decision about (insert candidate)".

This race and this election cycle are fascinating to say the least.

It is our projection that the gubernatorial race has now entered "runoff territory" with Rick Perry's entrance into the race.

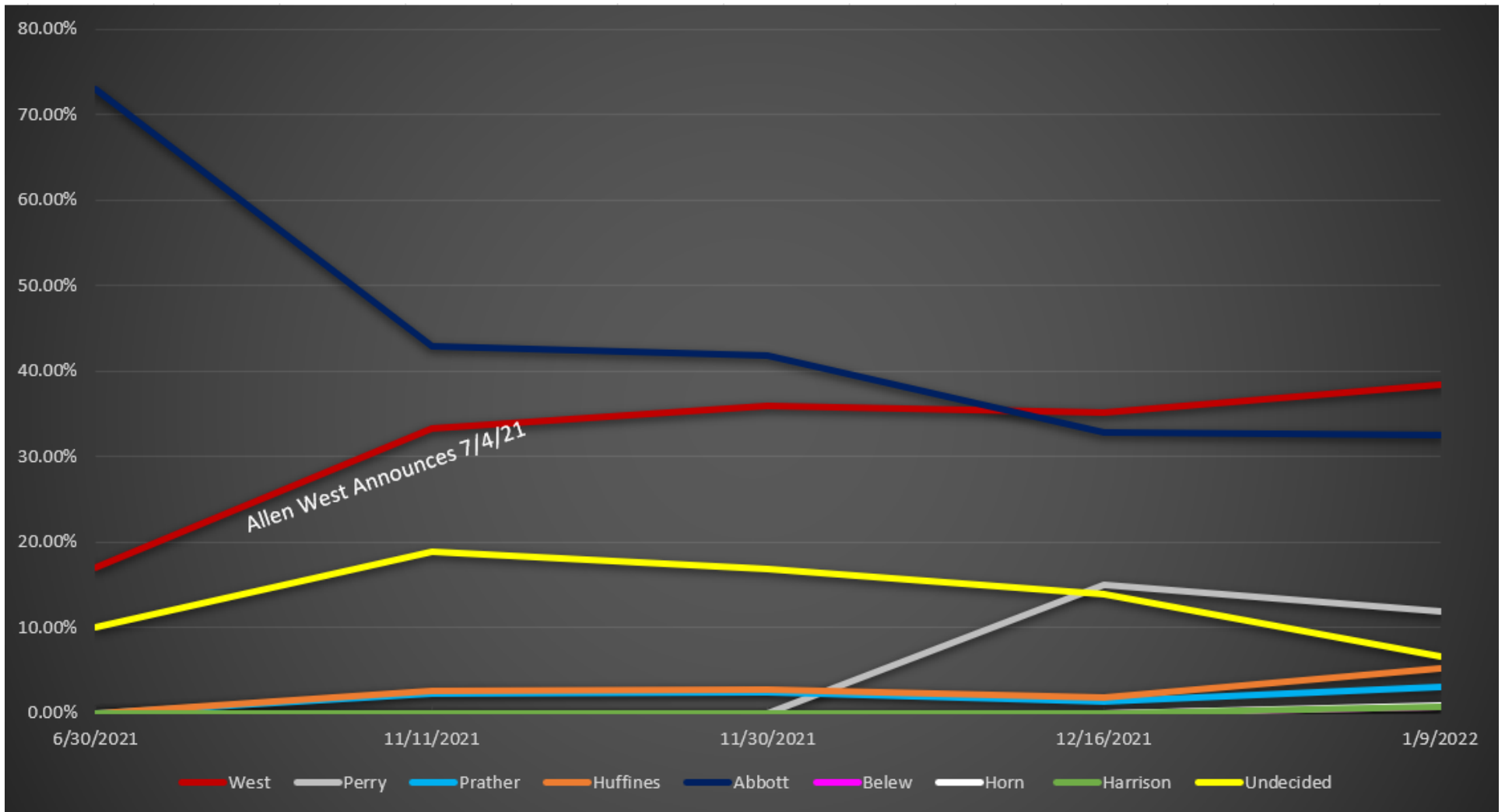
In discussions with campaign staff for the Governor, the last couple weeks have been chaotic and feverish as the team has begun contemplating the prospect of being forced into a runoff this year. This would be the first time Abbott has ever had a contested race (primary or general) in his lifelong political career.

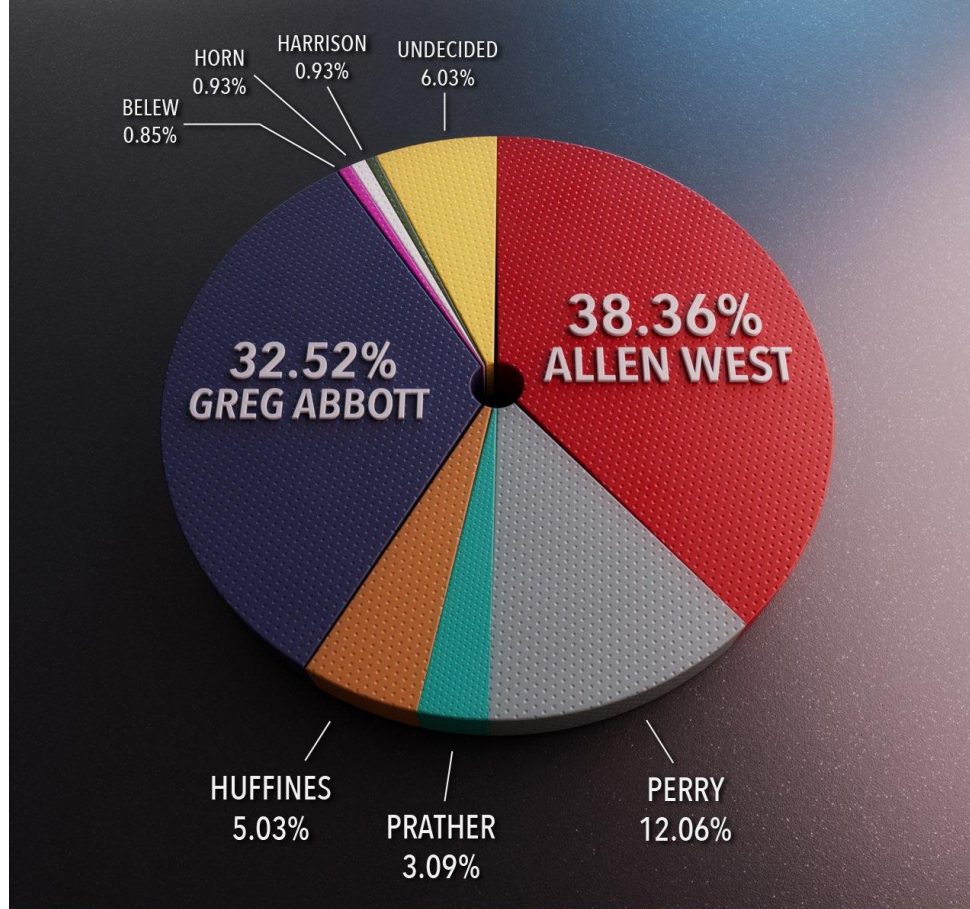
Last five Statewide Polls



■ 6/30/2021
 ■ 11/11/2021
 ■ 11/30/2021
 ■ 12/16/2021
 ■ 1/9/2022

Primary Support Over Time





PRIMARY SUPPORT

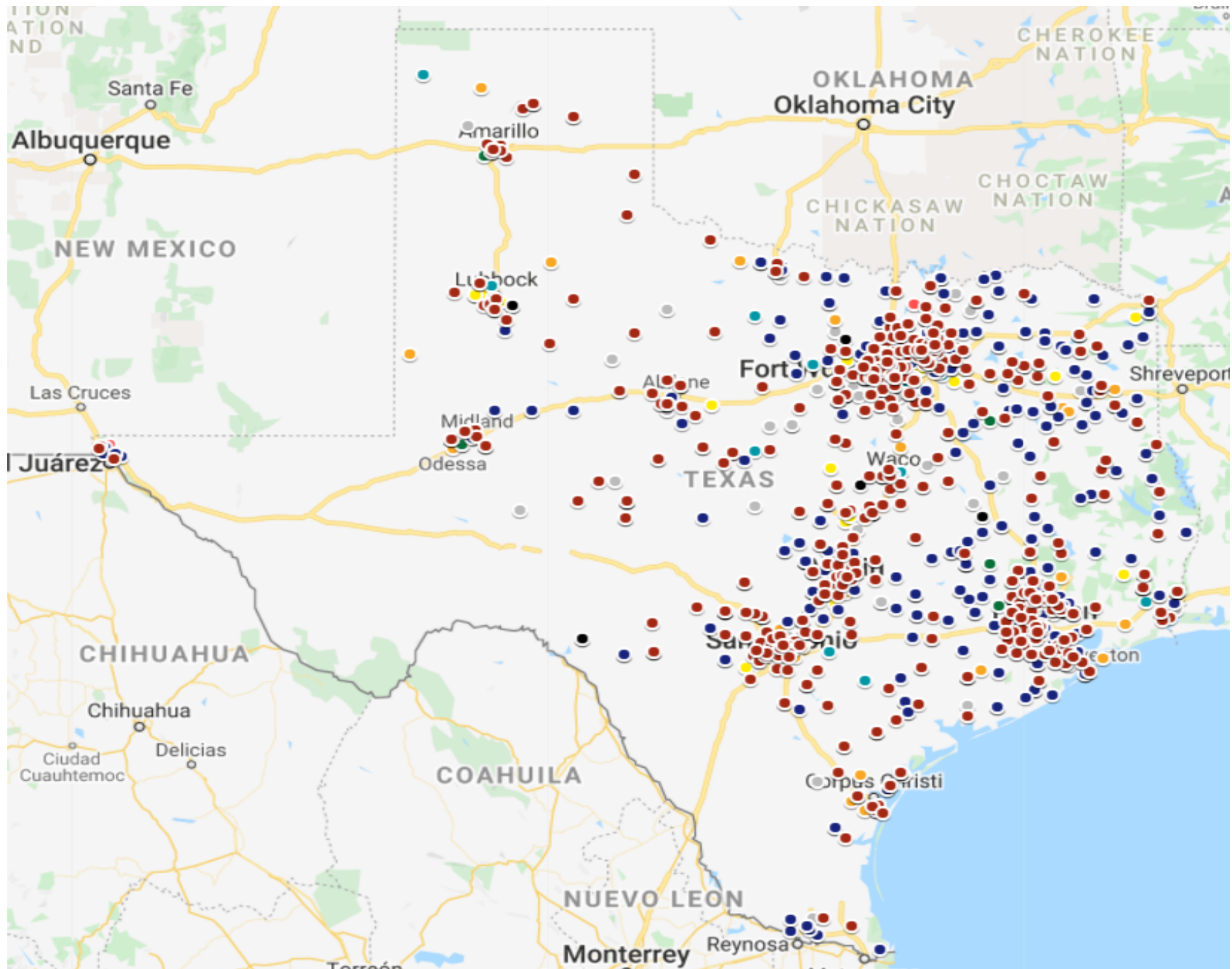
Texas Statewide Poll

Performed on January 9th 10am – 11pm
1.02 % machine random sample of 1,900,000
High propensity likely Republican Primary voters

20,000 PTP Text Messages and 27,098 phone calls | 1,487 responses

2.54% Margin of error | 95% Confidence level

Heat map of support by zip code



Primary Support

West	38.36%
Perry	11.87%
Prather	3.03%
Huffines	5.19%
Abbott	32.52%
Belew	0.80%
Horn	0.87%
Harrison	0.65%
Undecided	6.70%

Voting propensity of voters polled
Two, three, or four out of the last four primaries

	2 OF 4	3 OF 4	4 OF 4
West	41.25%	40.79%	37.73%
Undecided	4.64%	6.88%	7.36%
Prather	2.32%	3.44%	3.99%
Perry	13.39%	11.06%	11.04%
Huffines	4.82%	4.18%	6.44%
Horn	0.71%	0.49%	1.84%
Harrison	0.71%	0.74%	0.61%
Belew	0.71%	0.98%	0.92%
Abbott	31.43%	31.45%	30.06%

Candidate Support by Gender (assuming there are only two Genders)

	Male	Female
West	40.90%	39.74%
Undecided	6.19%	5.92%
Prather	3.00%	3.16%
Perry	11.26%	12.63%
Huffines	5.44%	4.74%
Horn	1.13%	0.79%
Harrison	0.56%	0.79%
Belew	0.94%	0.79%
Abbott	30.58%	31.45%

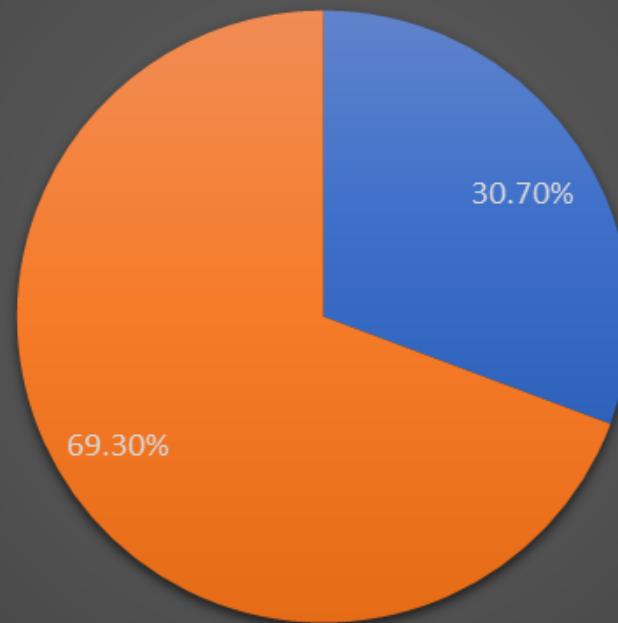
Primary Support by Age

	18-29	30-44	45-64	65+
West	35.29%	39.86%	40.08%	40.55%
Undecided	5.88%	5.80%	6.49%	5.70%
Prather	-	1.45%	2.67%	3.91%
Perry	5.88%	10.87%	14.12%	10.75%
Huffines	11.76%	5.07%	4.01%	5.70%
Horn	-	0.72%	1.15%	0.81%
Harrison	5.88%	-	0.95%	0.49%
Belew	-	1.45%	0.57%	0.98%
Abbott	35.29%	34.78%	29.96%	31.11%

Primary Support by Ethnicity

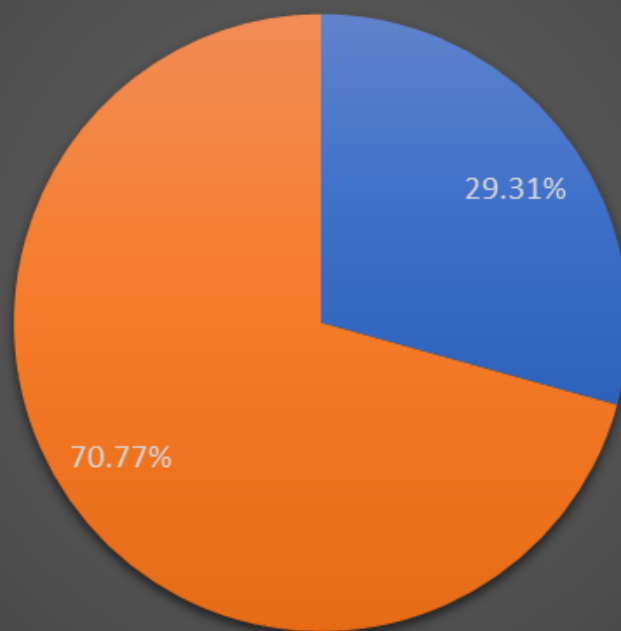
	African American	Asian	Caucasian	Hispanic	Other
West	47.83%	25.00%	40.39%	39.32%	16.67%
Undecided	13.04%		5.97%	5.98%	
Prather		12.50%	3.16%	2.56%	
Perry	8.70%	12.50%	12.03%	11.11%	50.00%
Huffines	8.70%		4.74%	6.84%	16.67%
Horn			0.88%	1.71%	
Harrison			0.79%		
Belew			0.88%	0.85%	
Abbott	21.74%	50.00%	31.17%	31.62%	16.67%

Do you feel Governor Abbott has done enough to end Child Gender Modification?



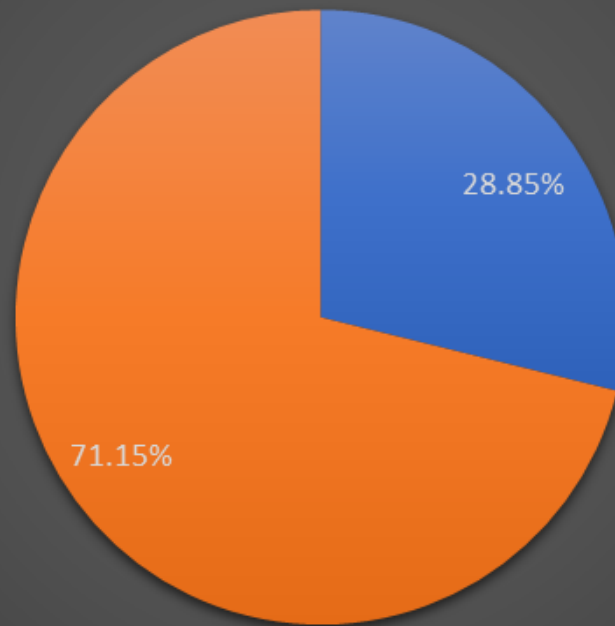
■ Yes ■ No

Do you feel Governor Abbott has done enough to end Tax Payer Funded Lobbying?



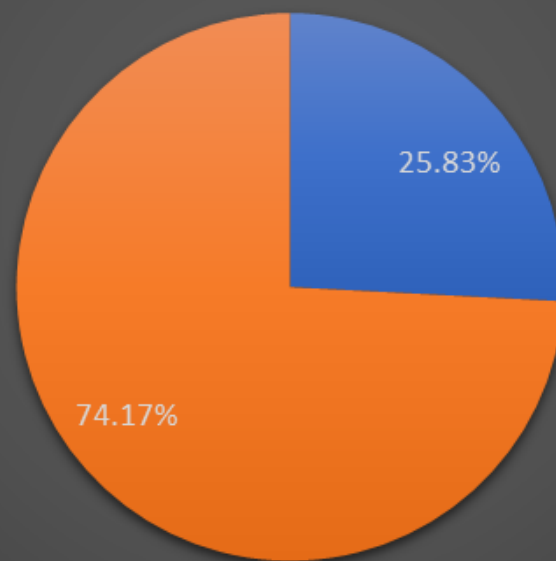
■ Yes ■ No

Do you feel Governor Abbott has done enough to stop rising crime?



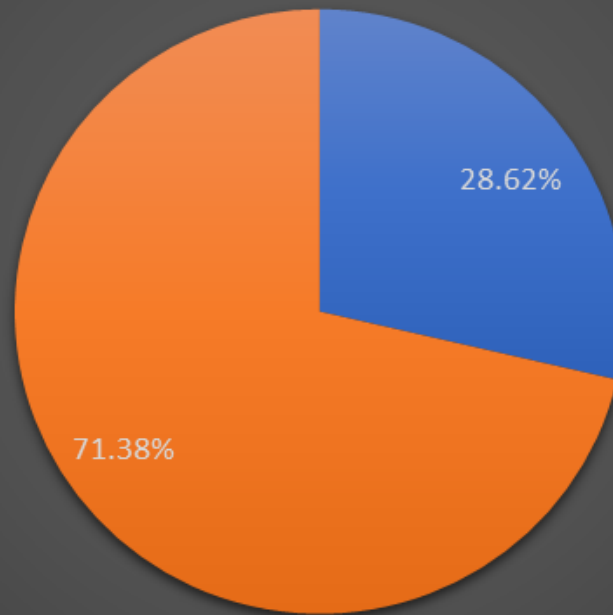
■ Yes ■ No

Do you feel Governor Abbott has done enough to keep Texas from being the number one state for Human and Sex Trafficking?



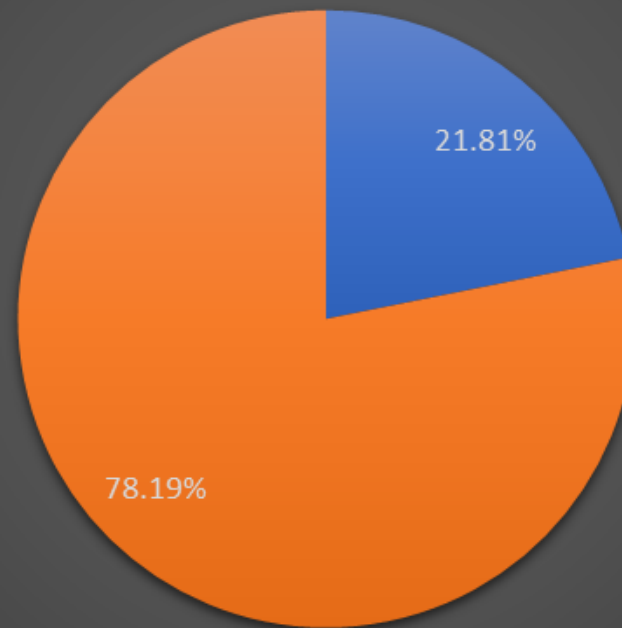
■ Yes ■ No

Do you feel Governor Abbott has responded to the border crisis quickly enough?



■ Yes ■ No

**Do you feel Governor Abbott has done enough to curb
out of control Property Taxes?**



■ Yes ■ No

End of Report

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