



Opinion Research for Decision Making  
in Politics and Public Affairs

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**TO:** Texans for Rick Perry  
**FR:** Mike Baselice  
**RE:** Statewide Survey of Republican Primary Voters

Below are a few results from a telephone survey of N=503 randomly selected Republican primary voters in Texas that we conducted May 3-4, 2009. The margin of error to the results of this survey is +/- 4.5% at the .95 test level. Let me know when you wish to discuss in more detail.

**NAME ID**

Rick Perry’s positive image is 70% while his negative image is 22%. Kay Bailey Hutchison’s image is 80% positive and 13% negative. The crosstabs show Perry’s image is 72% positive to 21% negative among the multi Rs, while Hutchison’s positive image stays the same but her negative image increases to 16%. (Note: multi Rs are those who voted in two or more of the last five GOP primaries.)

**BALLOT TEST**

We split sampled the ballot test such that the titles Governor and U.S. Senator were read to half of the respondents (i.e. Version Y). Perry leads Hutchison 43% to 42%, respectively when the titles are included in the ballot test. Regardless, the overall ballot score shows the race much closer than some of recent polls floating around the Internet.

If the next Republican primary election for Governor of Texas was held today, and you had to make a choice, for which one of the following candidates would you vote? **(Rotate choices)**

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
36%	43%	39%	(Version Y: Governor) Rick Perry
47%	42%	45%	(Version Y: U.S. Senator) Kay Bailey Hutchison
1%	2%	1%	Other names (vol)
1%	2%	1%	Would not vote (vol)
16%	11%	14%	Undecided / refused (vol)

There are several results that do not bode well for Hutchison. First, Republican primary voters are as opposed to the federal bailout of financial institutions as they are to the bailout of the auto industry. Note the intense opposition below.

Do you favor or oppose the federal bailout of (**Version X:** Wall Street, including banks and financial institutions / **Version Y:** the auto industry)?

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
2%	2%	2%	Favor / Strongly
5%	4%	5%	Favor / Somewhat
6%	6%	6%	TOTAL FAVOR
17%	18%	18%	Oppose / Somewhat
73%	70%	71%	Oppose / Strongly
90%	88%	89%	TOTAL OPPOSE
4%	6%	5%	Unsure / refused ( <b>vol</b> )

Second, there are two primary voters who think the GOP has gotten off on the wrong track for every one primary voter who thinks the party is headed in the right direction. While this may not be that surprising, it is the follow-up question that hurts Hutchison. That is, 87% of primary voters who think the GOP have gotten off on the wrong track blame Republican leaders in Washington.

Do you think the Republican Party is headed in the right direction or has it gotten off on the wrong track?

10%	Right Direction / Strongly
20%	Right Direction / Somewhat
30%	TOTAL RIGHT DIRECTION
25%	Wrong Track / Somewhat
35%	Wrong Track / Strongly
60%	TOTAL WRONG TRACK
10%	Unsure / refused ( <b>vol</b> )

**If right direction in previous question ask:**

Who do you credit more for the Republican party heading in the right direction – (**Ver X:** Republican leaders in Washington or Republican leaders in Texas / **Ver Y:** Republican leaders in Texas or Republican leaders in Washington)?

N = 149 RIGHT DIRECTION RESPONDENTS

40%	Texas / Strongly
18%	Texas / Somewhat
58%	TOTAL TEXAS
19%	Washington / Somewhat
5%	Washington / Strongly
25%	TOTAL WASHINGTON
17%	Unsure / refused ( <b>vol</b> )

**If wrong track in previous question ask:**

Who do you blame more for the Republican party being off on the wrong track - (**Ver X:** Republican leaders in Washington or Republican leaders in Texas / **Ver Y:** Republican leaders in Texas or Republican leaders in Washington)?

N = 303 WRONG TRACK RESPONDENTS

3%	Texas / Strongly
0%	Texas / Somewhat
3%	TOTAL TEXAS
8%	Washington / Somewhat
80%	Washington / Strongly
87%	TOTAL WASHINGTON
10%	Unsure / refused ( <b>vol</b> )