

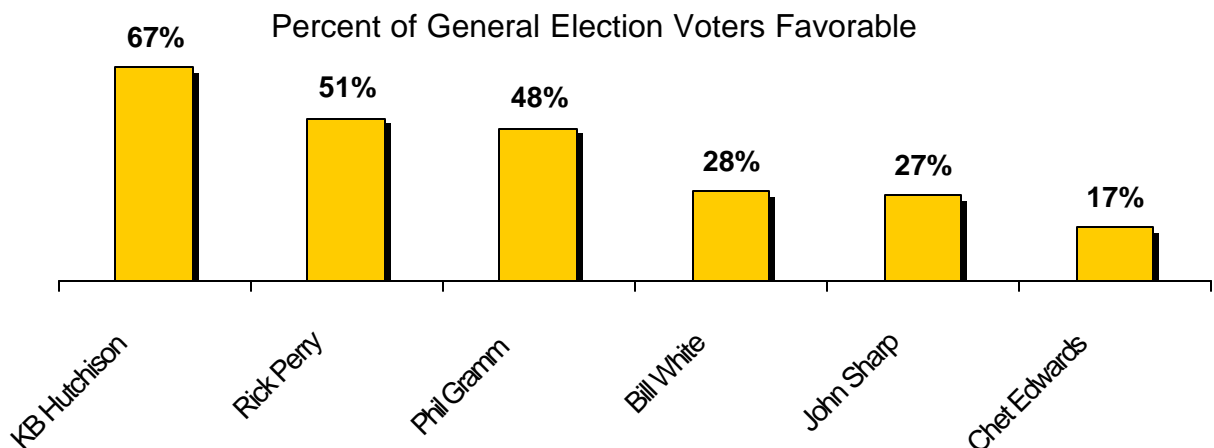
Memorandum

To: Kay Bailey Hutchison Team
 From: Jan van Lohuizen / Brenda Wigger
 Date: Dec. 11, 2008
 Re: Poll Results

These findings and observations are from a Texas statewide poll conducted December 7th through December 9th, 2008. The poll was fielded via telephone in two parts: a sample of 601 general election voters, and a sample of 466 Republican primary voters. All Texas voters, including new registrants, were invited to participate. The margin of error on the general election sample is $\pm 4.1\%$; the margin of error on the Republican primary voter sample is $\pm 4.6\%$.

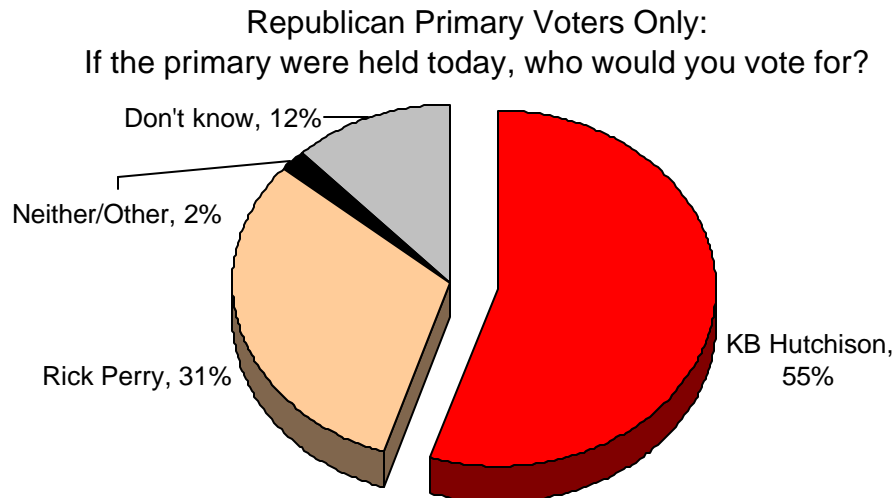
Summary of Findings

- √ Voters in Texas have a strong impression of Senator Hutchison, 67% of all voters have a favorable impression of her while over a third (36%) are strongly favorable towards her.
 - Among Republican primary voters, Senator Hutchison's impression increases further to 73% favorable.
 - Of all the political leaders tested, Senator Hutchison had the strongest image.



- Impression of Kay Bailey Hutchison is strong across Texas, but particularly high with general election voters in San Antonio (74%), Dallas (70%), and East Texas (68%).

- √ In a Republican primary between Governor Perry and Senator Hutchison, Republicans would choose Kay Bailey Hutchison as their nominee by a 24-point margin. Fifty-five percent (55%) of Republican primary voters would select Senator Hutchison, while just under a third (31%) would select Governor Perry.



- Twice as many Republican primary voters rate Kay Bailey Hutchison “strongly favorable” than rate Rick Perry “strongly favorable”. In addition, about a third more are unfavorable towards Perry.
 - Fifty-eight percent (58%) of Republican primary voters have a *very favorable* impression of Senator Hutchison, compared with just 30% who hold the same view of Governor Perry.
 - Of those who are *very favorable* towards Senator Hutchison but not Governor Perry, 63% always vote in primaries, 56% place illegal immigration as their top issues, and 78% are conservatives.
- √ Highlighting her strength outside of the Republican primary, Senator Hutchison also tops both potential Democratic candidates in a general election. Governor Perry fails to reach 50% against either Democrat Bill White or John Sharp.
- √ Kay Bailey Hutchison carries all key demographics in both potential general election match-ups, including men, women, Hispanics, and ticket-splitters.
- √ Voters recognize the general election vulnerability in Governor Perry, with 32% more likely to vote against him because they fear he could lose to a Democrat.