



MEMORANDUM

TO: INTERESTED PARTIES
FROM: CHRIS PERKINS – VICE PRESIDENT - WILSON RESEARCH STRATEGIES
SUBJECT: STATE OF GOVERNOR'S RACE IN TEXAS
DATE: SEPTEMBER 2, 2010

Methodology

Wilson Research Strategies conducted a research study of likely voters throughout the state of Texas on behalf of GOPAC-TX.

Respondents were contacted by phone via a live telephone operator interview August 29-31, 2010. The study has a sample size of n=1001 Likely Voters. The margin of error is equal to $\pm 3.1\%$ in 95 out of 100 cases. The sample was stratified to represent the district electorate based on race, age, gender, partisan identification, and geographic distribution.

Key Findings

Ballot

- Rick Perry 50%
- Bill White 38%
- Other 1%
- Undecided 11%

Name ID and Image

- Rick Perry ID – 98% Favorable – 50% Unfavorable – 40%

Conclusions

Rick Perry is in a strong position to win a third term in November. He not only has the Republican political environment on his side but has a net-positive image and a solid lead against the popular mayor of the state's largest city.

About Wilson Research Strategies

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WRS provides research to more than 200 not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WRS's data and analysis. WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.