

To: Dan Patrick

From: Todd Vitale

Re: Executive Summary for a Survey of "Likely" GOP Primary Voter Attitudes in Texas SD-7

Vitale & Associates is pleased to present Dan Patrick for Texas State Senate with an executive summary of a survey of GOP primary voter attitudes in the 7th State Senate district of Texas. These findings are drawn from telephone interviews conducted with N=400 "likely" GOP primary election voters throughout this district. The confidence level associated with a survey of this type is 95% with a \pm 4.9% margin of error.

This most recent poll of primary voters finds Dan Patrick in a very strong position to win the nomination (and the general election) race for SD-7. Dan Patrick is, by far, the best known and liked candidate among the tested field. His name identification and popularity translate directly to the ballot test. If Patrick decides to pursue this office, he would be rather formidable.

Executive Summary

Dan Patrick

- Dan Patrick is both well known (83% name awareness) and well liked. With fully 58% of the primary electorate viewing Patrick in a favorable light, and just 10% taking the opposite view, he enjoys a very strong image among this district's party faithful. His name awareness is strong across the district, although it peaks in the region bounded by FM249 and I-45 (91% aware) and with middle-aged GOP voters 45-64 years old (90%).
- His image is also strong across the district's GOP electorate with his greatest popularity coming from the areas West of US290 and from 290 to FM249, where nearly two-thirds of the GOP electorate views him favorably. His unfavorable ratings stay around 10% among every voter subgroup.

Joe Nixon

- Representative Joe Nixon is known by just under half of the district's GOP electorate (46%), and the least known of all the candidates among SD-7 Republicans. Also, his hard name identification is relatively low everywhere in the district (19% favorable/7% unfavorable), with the exception of his home district.

Peggy Hamric

- HD 126 Representative Peggy Hamric has the image definition with 31% who view her favorably and just 4% who think less of her. However, she is not the best recognized among the rest of the field, as just 53% of the Senate District's GOP recognize her name

at this time. Like Nixon, Hamric's image is still regionally driven. Her greatest awareness and popularity come from her own district's Republicans.

Mark Ellis

- Mark Ellis, Houston City Councilman is the best recognized of the other candidates (67% recognize his name), but not the best defined. His hard image ratings stand at a lackluster 23% favorable to 10% unfavorable ratio. His soft name identification level drops a bit in the region East of I-45 (50%), in CD 2 (56%) and with GOP women (62%).

Ballot Test

- In a five-way primary ballot test heat with Dan Patrick in the equation, Patrick shows a commanding lead over all the other candidates. Patrick captures 38% of the vote, with Hamric the next highest vote-getter at 13% and the others in single digits. Just over one quarter (26%) of the GOP electorate says they are undecided at this time.
- Patrick's percentage of the vote peaks at near 50% in the region West of 290 (49%), from US290 to FM249 (49%), and in CD 10 (49%) and among voters who self describe themselves as very conservative (53%).

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