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**TO:** Interested parties  
**FR:** Mike Baselice  
**RE:** May 2018 Texas Voter Survey

### NAME IDS

The survey we recently conducted in Texas indicates varied levels of name recognition among the officeholders and candidates tested. At 55%, Greg Abbott has the highest positive image of the individual names tested. Ted Cruz has a positive image of 50% with a negative image of 39% while his Democratic opponent Beto O'Rourke is 28% positive / 13% negative. A plurality of voters (41%) have never heard of Beto O'Rourke.

I would like to read you the names of several individuals, groups and organizations. For each one, please tell me whether you have heard of that person, group or organization, and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just say so. Here is the first one... **(Randomize Questions)**

	POSITIVE			NEGATIVE			No <u>Opinion</u>	Never <u>heard of</u>
	<u>Strong</u>	<u>Smwht</u>	<b>Total</b>	<u>Smwht</u>	<u>Strong</u>	<b>Total</b>		
Greg Abbott	34%	21%	<b>55%</b>	10%	16%	<b>26%</b>	15%	5%
The Texas Supreme Court	27%	28%	<b>55%</b>	11%	3%	<b>14%</b>	28%	4%
Ted Cruz	28%	22%	<b>50%</b>	11%	28%	<b>39%</b>	9%	2%
Donald Trump	33%	19%	<b>52%</b>	6%	38%	<b>44%</b>	4%	0%
Ken Paxton	15%	15%	<b>31%</b>	7%	13%	<b>19%</b>	22%	28%
Beto O'Rourke	16%	12%	<b>28%</b>	6%	7%	<b>13%</b>	18%	41%
Justin Nelson	4%	7%	<b>11%</b>	4%	1%	<b>5%</b>	22%	63%

Ken Paxton is 31% positive / 19% negative while his opponent Justin Nelson is 11% positive / 5% negative.

Donald Trump's 52% positive image is driven by Republican voters (84% pos / 12% neg) whereas his 39% negative image is driven by Democratic voters (13% pos / 84% neg).

## **BALLOTS**

Ted Cruz (48%) holds a 12-point lead over Beto O'Rourke (36%) in the US Senate race, and Ken Paxton (45%) holds a 12-point lead over Justin Nelson (33%) in the Attorney General race. These double-digit leads come from a combination of a Republican-leaning electorate and the current advantage GOP officeholders enjoy among their base voters relative to that of their Democratic opponents.

- 46% of the respondents usually vote Republican in general elections (50% w/leaners) versus 37% who usually vote Democratic (41% w/leaners).
- 83% of the base Republican voters are supporting Cruz for US Senate while 76% of the base Democratic voters are supporting O'Rourke.
- 80% of the base Republican voters are supporting Paxton for AG while 74% of the base Democratic voters are supporting Nelson.

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If the election for United States Senate was held today, and you had to make a choice, for which one of the following candidates would you vote? **(Randomize choices)**

48%	Ted Cruz, the Republican
36%	Beto O'Rourke, the Democrat
3%	Neal Dikeman, the Libertarian
1%	Other names <b>(vol)</b>
1%	Would not vote <b>(vol)</b>
11%	Undecided / refused <b>(vol)</b>

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If the election for Texas Attorney General was held today, and you had to make a choice, for which one of the following candidates would you vote? **(Randomize choices)**

45%	Ken Paxton, the Republican
33%	Justin Nelson, the Democrat
6%	Michael Ray Harris, the Libertarian
0%	Other names <b>(vol)</b>
1%	Would not vote <b>(vol)</b>
15%	Undecided / refused <b>(vol)</b>

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On a generic ballot for a judge on the state court of appeals in one's area, 47% would vote for the Republican candidate and 38% would support the Democratic candidate.

## **GORSUCH APPOINTMENT**

By an 8-to-5 ratio, Texas voters approve (41%) over disapprove (25%) of the appointment of Neil Gorsuch to the U.S. Supreme Court. Republican voters overwhelmingly approve of the appointment (64% approve / 6% disapprove). Democrats disapprove (48%) more than they approve (14%).

How the survey was conducted: The information in this memo is from a survey conducted May 21-28, 2018 among N=601 randomly selected voters in Texas. Interviews were conducted by landline (50%) and cell phone (50%). The survey demographics reflect an average of the two most recent general elections. The margin of error to these results is +/- 4.1% at the 0.95 confidence level. All percentages are rounded to the nearest whole percent. Baseline & Associates, Inc Project #18607.