



# PERCEPTION INSIGHT

opinion research for strategic communications

## TEXAS VOTER SURVEY KEY FINDINGS

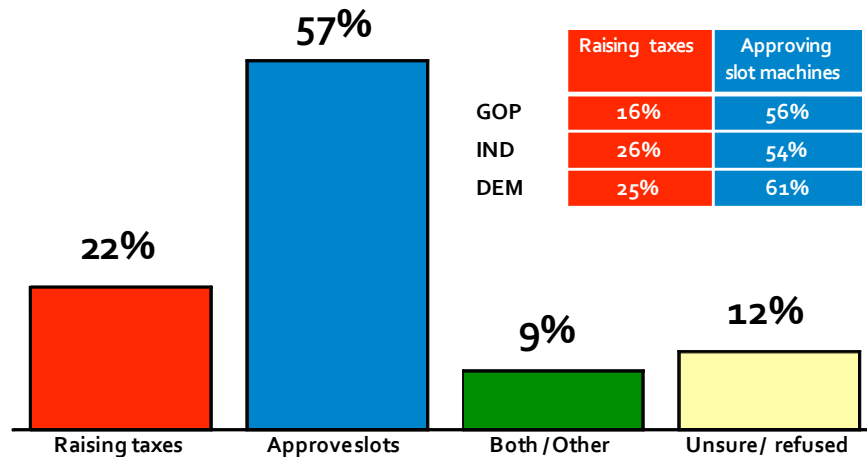
The following results are from a statewide telephone survey conducted among N=801 registered voters in Texas. The interviews were conducted June 8 – 13, 2010. The margin of error for the total sample is +/- 3.5% at the 95% confidence level.

### Texas Revenue Source

A majority of Texas voters (57%) prefer approving slot machines at the licensed horse tracks in the state as a way to generate more revenue to help offset the anticipated \$18 billion state budget shortfall compared to 22% who prefer raising taxes to generate more revenue. More than a third of all voters (36%) *strongly* prefer approving slot machines while only 14% *strongly* prefer raising taxes as a revenue source.

### REVENUE FROM RAISING TAXES OR APPROVING GAMING

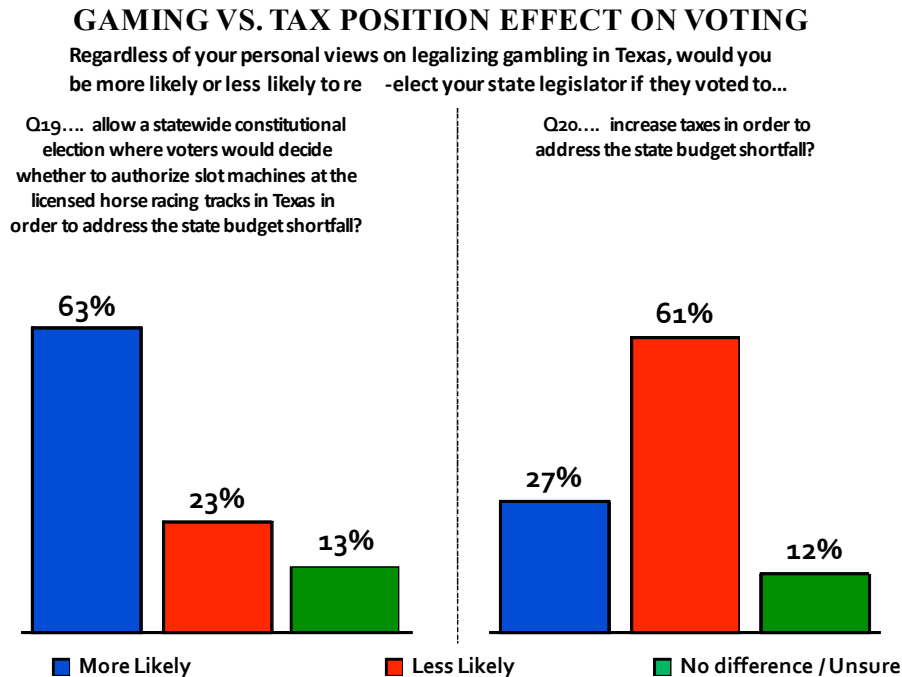
Q18. The State of Texas is expected to face a budget shortfall of more than \$18 billion when the state legislature convenes next January. Would you prefer the State of Texas to generate more revenues by [Rotate choices:] raising taxes OR approving slot machines at the licensed horse racing tracks in the state?



Majorities of Republicans (56%), Democrats (61%), and self-identified Independents (54%) all prefer approving slot machines at horse tracks in the state as a way to generate more revenue. Regardless of their ideology, majorities of respondents prefer approving slot machines as a source of revenue with conservatives (53%), moderates (59%), and liberals (64%) all selecting slot machines at high rates. And among the universe of conservative voters, social conservatives (62%) actually prefer approving slot machines at a slightly higher rate than do fiscal conservatives (56%).

## Impact on Re-election

When asked how their opinion of their state legislators would be affected by their legislators' votes to allow a statewide vote on approving slot machines and voting to raise taxes, a significant majority (63%) say they would be **more likely** to re-elect the legislator if they voted to allow a constitutional amendment election to approve slot machines at race tracks. A similarly high majority (61%) would be **less likely** to vote to re-elect their legislator if they voted to increase taxes.



Thirty-six percent (36%) of all voters would be *strongly* more likely to re-elect their legislator if they voted to allow a constitutional amendment election to approve slot machines at race tracks compared to 14% who would be *strongly* less likely to re-elect their legislator based on their support of allowing a constitutional amendment election on slot machines.

There is no significant difference noted in partisanship, with majorities of Republicans (63%), Democrats (65%), and Independents all more likely to re-elect their legislator if they voted to allow a constitutional amendment election to approve slot machines at race tracks.

Conversely, majorities of Democrats (57%), Independents (59%), and Republicans (66%) all would be less likely to re-elect their legislators if they vote to increase taxes. Furthermore, there is a stark contrast in the overall intensity of this sentiment with 41% of all voters *strongly* less likely to re-elect their legislator for voting to increase taxes while only 9% being *strongly* more likely to re-elect their legislator for voting to increase taxes.

## **Conclusions**

There is significantly higher support among Texas voters for increasing state revenues by allowing slot machines at horse racing tracks than there is for raising taxes, regardless of partisanship or ideology. And voters across the political spectrum would be more likely to re-elect their legislators if they voted to allow a constitutional amendment election to approve slot machines at race tracks, while legislators who vote to increase taxes will find voters less likely to support their re-election.