



Texas statewide voter opinion survey (summary)

December 2-4, 2014

Background

● Methodology

- Stratified random sample of 600 active voters across Texas
- Telephone interviews conducted December 2-4, 2014
 - 30%-plus of interviews conducted on cell phones
- Margin of error of $\pm 4.0\%$ for 604 cases
- Typical interview was about 15 minutes

● Contributors

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director
- Randy Ellison, Senior Research Consultant
- Jason Nemeck, Project Manager
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Key findings (part 1)

- **Texans' sentiment on the issues covered by this poll (parks, sporting goods tax, etc.) has remained remarkably stable over the past decade, suggesting that these opinions are more than ephemeral or transient views; rather, we see herein attitudes that are closer to bedrock beliefs and values that persist for a generation or more.**
- **Voters continue to be very aware of the need for conservation efforts and parkland in a growing state.**
 - 92% see parks as especially important in tough economic times.
 - 88% see parks as “essential” to healthy, active lifestyles for Texans.
 - 84% acknowledge the need for protecting natural areas.
- **Support for the sporting goods sales tax intensifies since 2009.**
 - 76 percent of voters—the same as 2 years ago--support using revenue from this tax for “*Acquiring, maintaining & operating state & local parks*”; **STRONG** support for this tax has risen since 2009 from 35 percent to 43 percent.

Key findings (part 2)

- **Support is strong for a state constitutional amendment permanently dedicating sporting goods tax revenues to sufficient parks funding.**
 - 70 percent would vote YES to approve such an amendment, easily surpassing the threshold of 58 percent support that typically signals likely passage of an amendment, even after a campaign in which the amendment would be subject to criticism.
 - The amendment enjoys bipartisan backing, with Republican and Democrat males being among the most enthusiastic supporters, with solid majorities of both voting “STRONGLY” YES.
 - A turnout analysis suggests that the measure would enjoy comparable levels of support regardless of turnout, so a low-turnout election date would be acceptable.

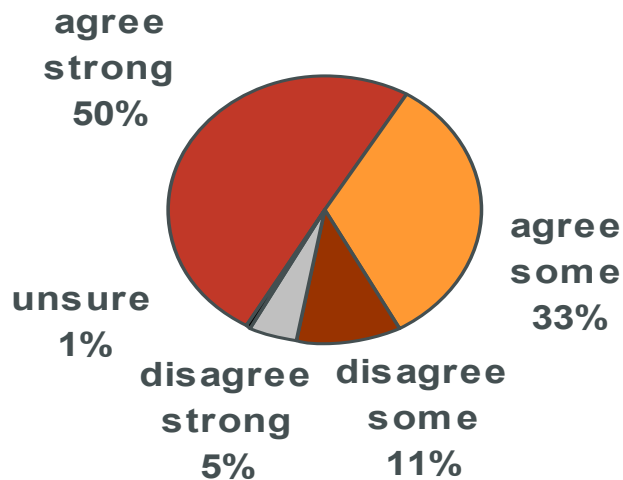
Up close: Valuing Conservation

- Broad and strong agreement that conservation of Texas' natural areas is a core Lone Star value

Agree or Disagree?

“Unless we protect Texas' natural areas, we will lose the very things that make Texas a special place in which to live”

	agree	Margin	disagree
ALL VOTERS	84%	+68	16%



	agree	margin	disagree
GOP	80%	+61	19
Independent	81%	+62	19
DEM	91%	+82	9
North/NE	77%	+54	23
Gulf Coast	82%	+63	18
South	92%	+86	6
Central Corridor	86%	+73	13
West & Plains	96%	+92	4
Weekly recreator	83%	+66	17
Monthly recreator	88%	+76	12
Annual recreator	80%	+61	19
Never recreate	82%	+66	16

Numbers may not add up to 100% due to rounding and/or respondents answering “unsure”

TIME SERIES:

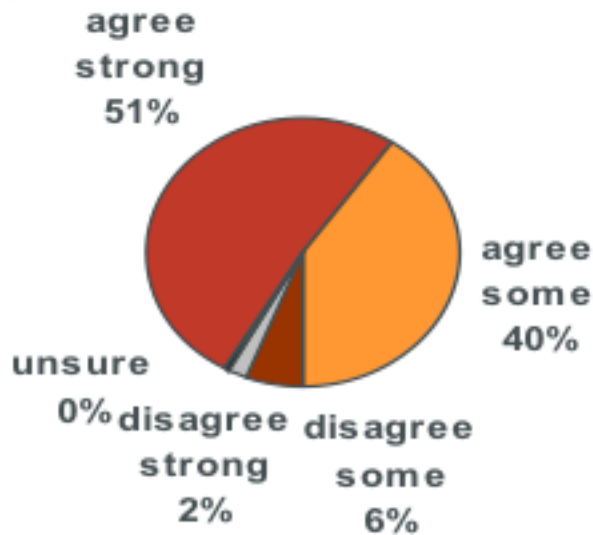
Attitudes have remained rock steady over time; even through the recession

	<i>Mar</i> <i>'99</i>	<i>Dec</i> <i>'04</i>	<i>Feb</i> <i>'09</i>	<i>Jan</i> <i>'13</i>	<i>Dec</i> <i>'14</i>
Unless we protect Texas' natural areas, we will lose the very things that make Texas a special place in which to live	83%	81%	83%	85%	84%

Up close: Support for public parks

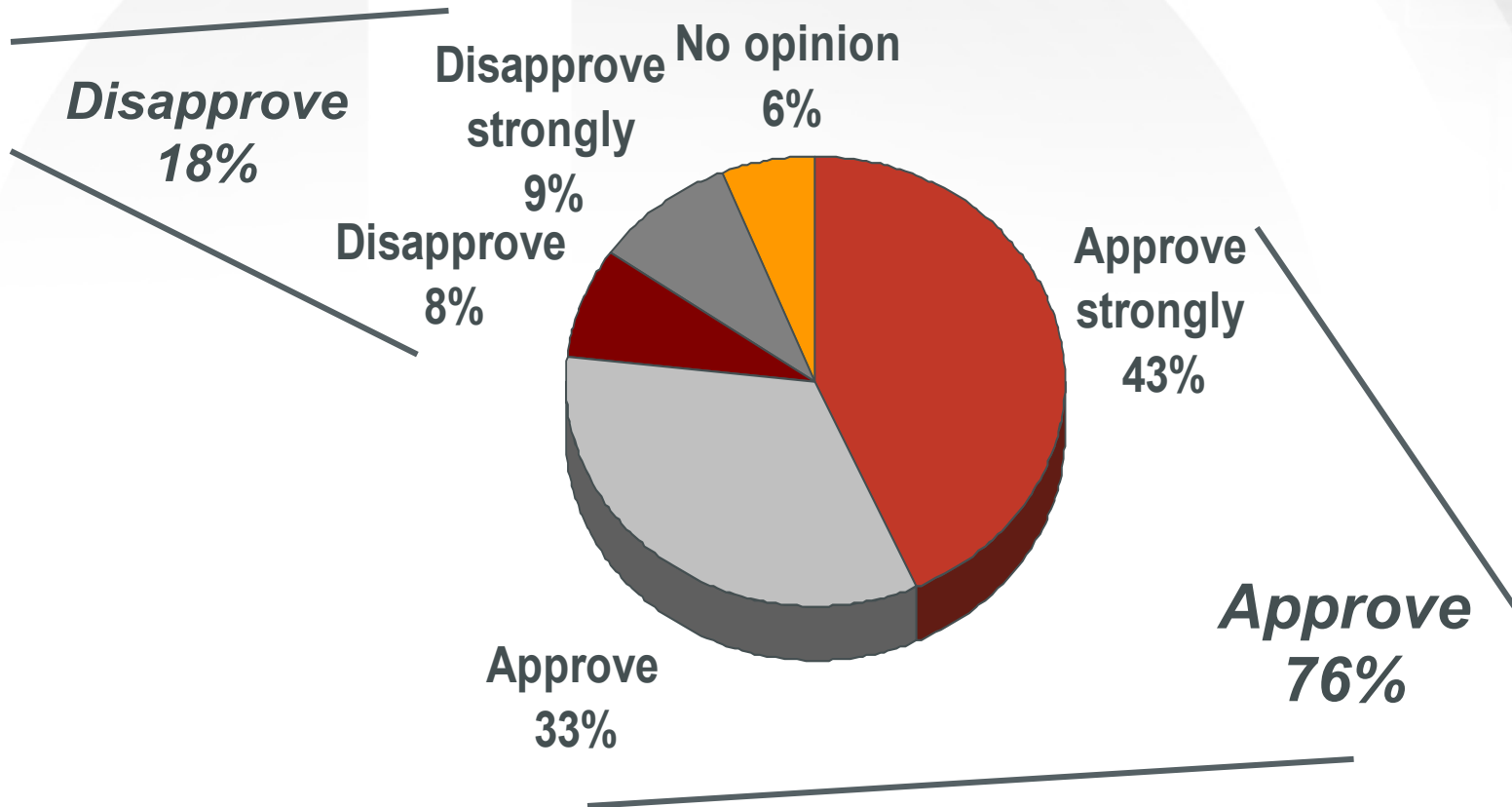
- A high quality park system is deeply valued for family recreation

Agree or Disagree?							
"Public parks are especially important to families needing an affordable recreational outlet"					agree	margin	disagree
	agree	Margin	disagree				
	92%	+83	8%	GOP	89%	+79	10
				Independent	90%	+81	10
				DEM	96%	+92	4
				North/NE	93%	+85	7
				Gulf Coast	92%	+83	8
				South	91%	+83	8
				Central Corridor	89%	+77	11
				West & Plains	94%	+87	6
				Weekly recreator	92%	+83	8
				Monthly recreator	96%	+92	3
				Annual recreator	91%	+82	9
				Never recreate	83%	+66	17



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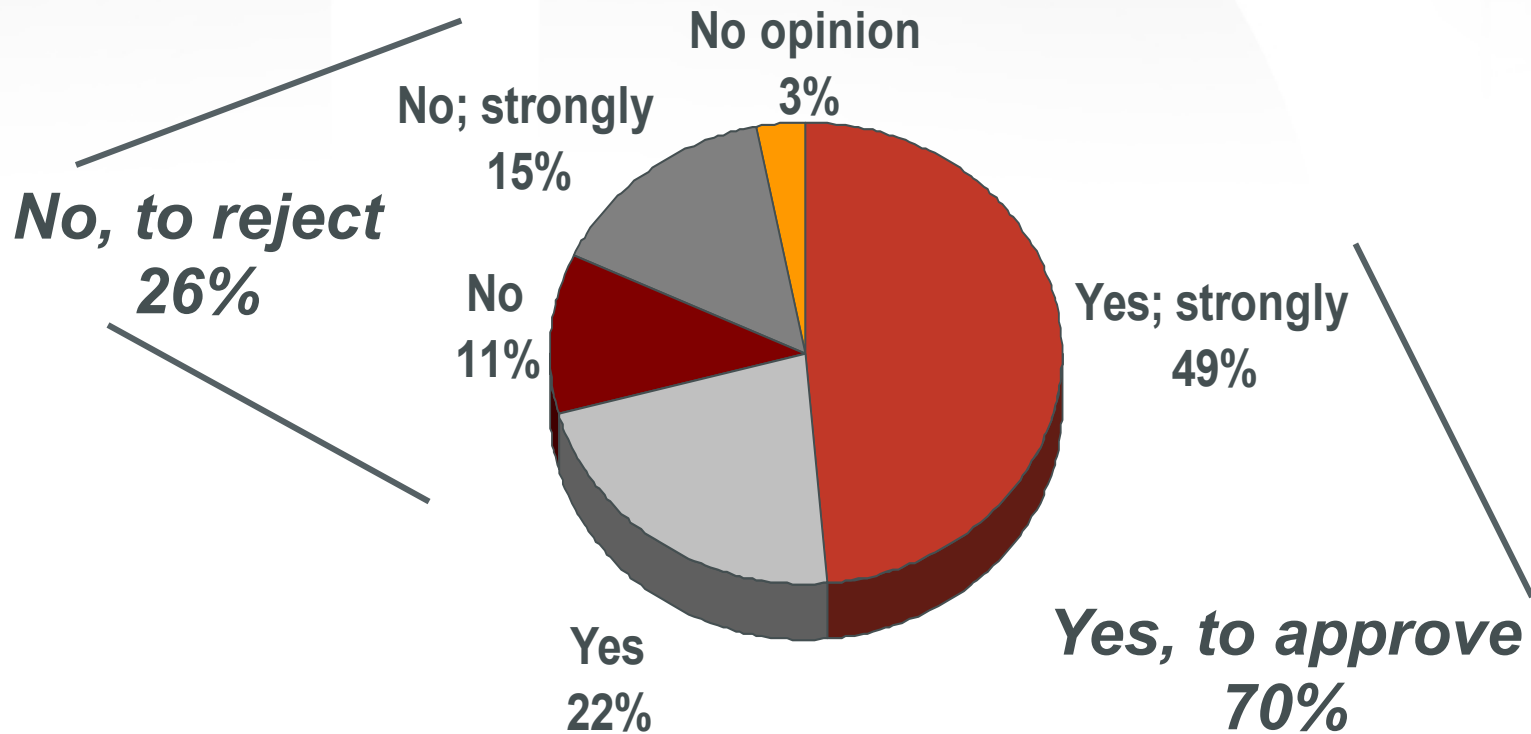
Acquiring, maintaining & operating state & local parks with revenue from a sales tax on the purchase of sporting goods



Note: percentages do not add up to 100% due to rounding.

State parks constitutional amendment

State constitutional amendment permanently dedicating sufficient sales tax revenue generated from outdoor sporting goods to fund the budget for the acquisition, maintenance & operation of state & local & to prohibit uses for other purposes unrelated to parks



Up-Close: State parks constitutional amendment

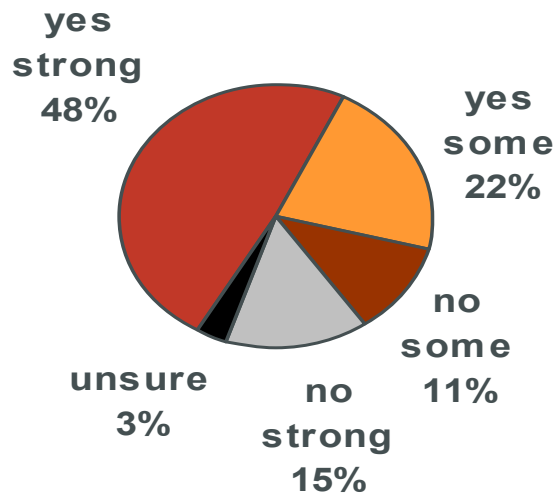
ballot test

- Support for an actual constitutional amendment locking in SGT revenue for parks is broadly-held across partisan & geographic lines; even “non-recreators” back solidly

Constitutional Amendment

permanently dedicating sufficient sales tax revenue generated from outdoor sporting goods to fund the budget for the acquisition, maintenance & operation of state and local & to prohibit uses for other purposes unrelated to parks

	yes	Margin	no		yes	margin	no
				GOP	67%	+38	29
ALL VOTERS	70%	+44	26	Independent	72%	+48	24
				DEM	74%	+50	23
				North/NE	69%	+41	28
				Gulf Coast	68%	+39	29
				South	81%	+65	16
				Central Corridor	62%	+31	31
				West & Plains	75%	+54	21
				Weekly recreator	71%	+41	29
				Monthly recreator	77%	+56	21
				Annual recreator	68%	+40	28
				Never recreate	63%	+33	29



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TIME SERIES: State constitutional amendment permanently dedicating sufficient sales tax revenue generated from outdoor sporting goods to fund the budget for the acquisition, maintenance & operation of state & local & to prohibit uses for other purposes unrelated to parks

