The following memorandum, prepared on behalf of Club for Growth Action, highlights key findings from a statewide survey conducted by WPA Intelligence. Interviews were collected from October 8-13, 2018 among n=801 likely voters in Texas. The margin of error is ±3.5%.

Cruz leads O'Rourke with Majority on the Ballot and Double Digits on "Definitely" Support

Senator Ted Cruz has a nine-point lead against Beto O'Rourke in the race for U.S. Senate (52%-43%). Four percent (4%) are undecided and one percent (1%) indicate support for a third-party candidate.

Among intensity measures, a majority are "definitely" supporting Senator Cruz (50%), a double-digit, ten-point advantage ahead of those who are "definitely" planning to vote for O'Rourke (40%).

	All Voters	"Definitely" Support
Cruz	52%	50%
O'Rourke	43%	40%
Dikeman	1%	1%
Undecided	4%	-

Cruz Net Positive on Favorability; O'Rourke Even on Favorable to Unfavorable

Senator Ted Cruz is net positive on his favorable to unfavorable measure by a double-digit margin (favorable: 53%; unfavorable: 42%).

In stark contrast, O'Rourke is at a 1:1 favorable to unfavorable – putting O'Rourke in a position that will make it difficult to grow his ballot share. Forty-five percent (45%) report having an unfavorable impression of O'Rourke versus forty-five percent (45%) who have a favorable opinion of him.

	Favorable	Unfavorable	Name Recognition
Cruz	53%	42%	99%
O'Rourke	45%	45%	95%

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Research Design

WPA Intelligence conducted a study of likely voters in Texas.

WPAi selected a random sample of likely voters from the Texas voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

WPAi conducted n=801 live telephone interviews (39% cell phone) from October 8-13, 2018. The margin of error is ±3.5% in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPAi for our Predictive Analytics and Adaptive Sampling techniques, and Campaigns and Elections magazine awarded WPAi with a "Reed Award" for developing an "optimized field program" in 2018. These awards highlight WPAi's advanced survey research and data science methodology, allowing us to buck national polling trends and deliver industry-leading results for our clients.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.

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