HRBC
HOUSTON REGION
BUSINESS COALITION

City of Houston

February 21-23, 2023

n=500 Likely Municipal Voters

MoE=±4%

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Methodology & Demography

Methodology

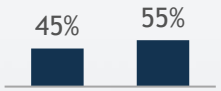
Interviews were conducted February 21 through February 23, 2023 by live telephone operators, including landlines (18%) and cell phones (82%). Interviews include 500 Likely Municipal Voters (LMVs) across City of Houston. Quotas on age, gender, ethnicity, education, and region were used to ensure a representative distribution. The study's margin of error is ±4%.

Key Metrics

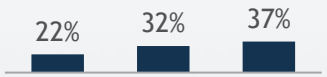
- Images for Candidates & Leadership
- Whitmire & Leadership Job Approvals
- Generic Ballot, H2H Ballots, ull Mayoral Ballot, & 2nd Choice Ballot
- Issues Facing Houston
- Most Important Issue

Demography

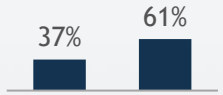
Gender



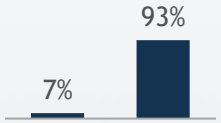
Age



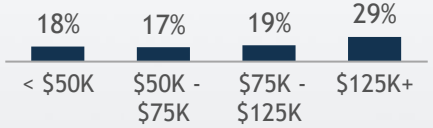
Education



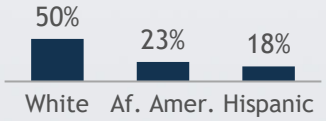
Vote History



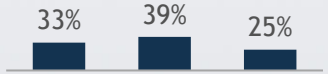
Income



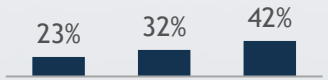
Ethnicity



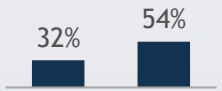
Ideology



Stated Party ID

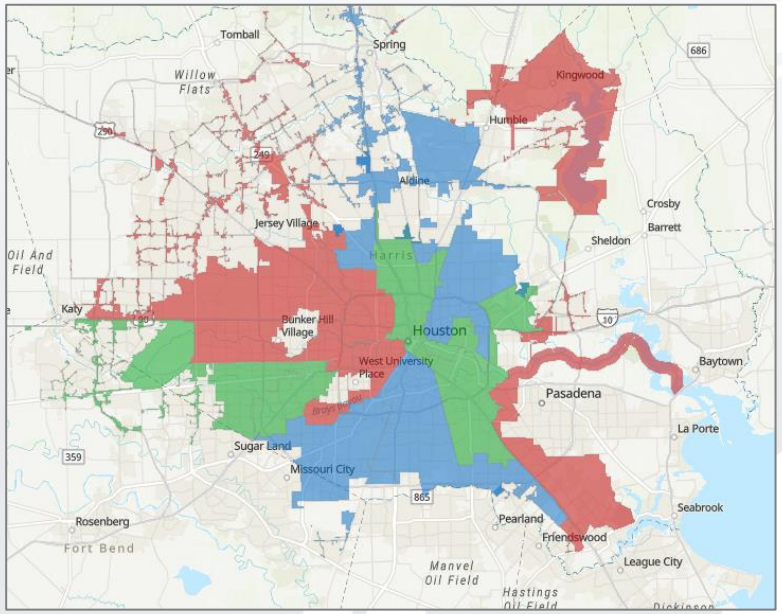


Presidential Election 2020



Region: City Council Districts

A/C/E/G (53%) | B/D/K (28%) | F/H/I/J (19%)

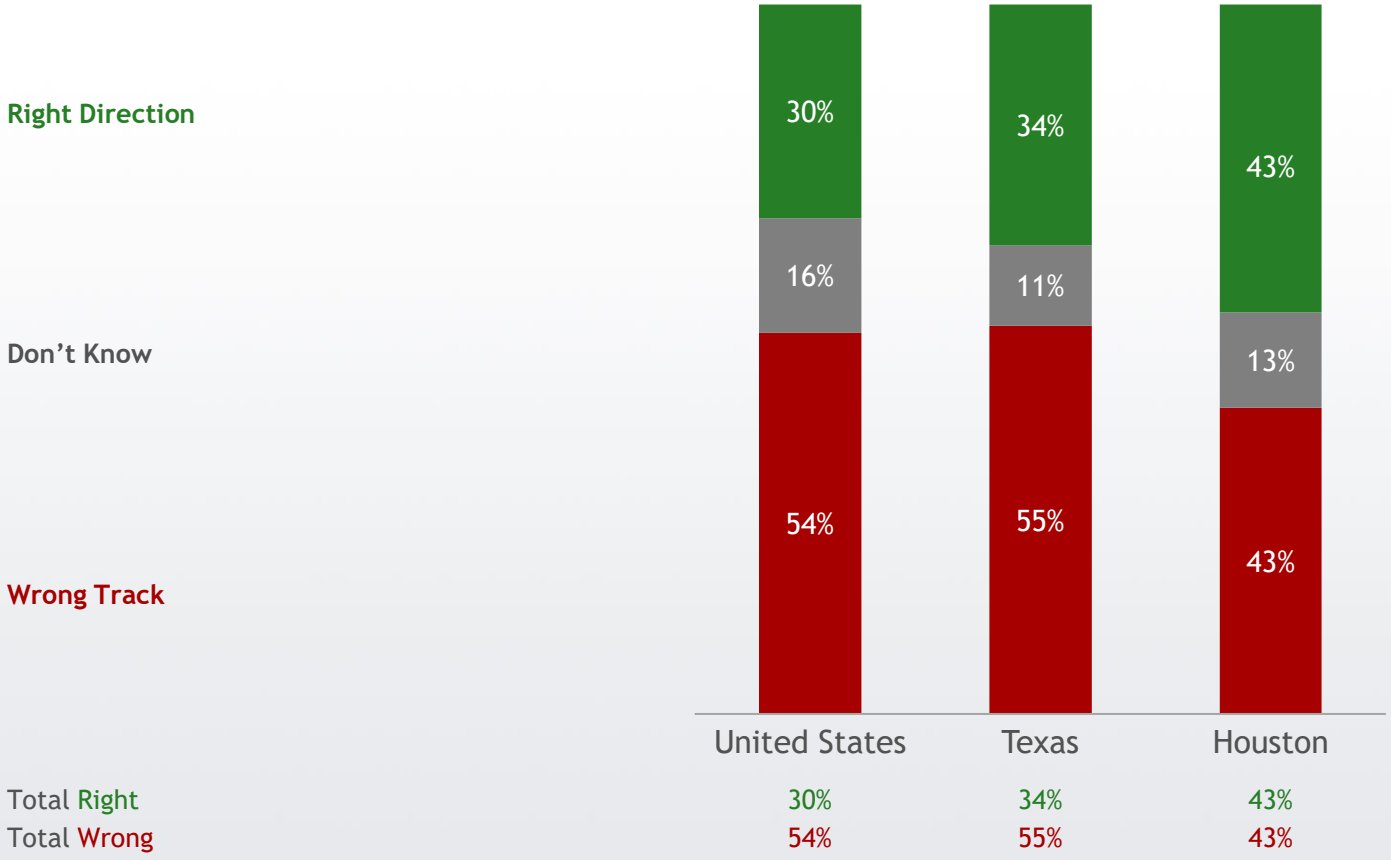


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The Political Environment

A majority of voters believe both the United States and Texas are heading in the wrong direction, but they are split on the direction of the City of Houston.

Direction Of The United States, Texas, & Houston



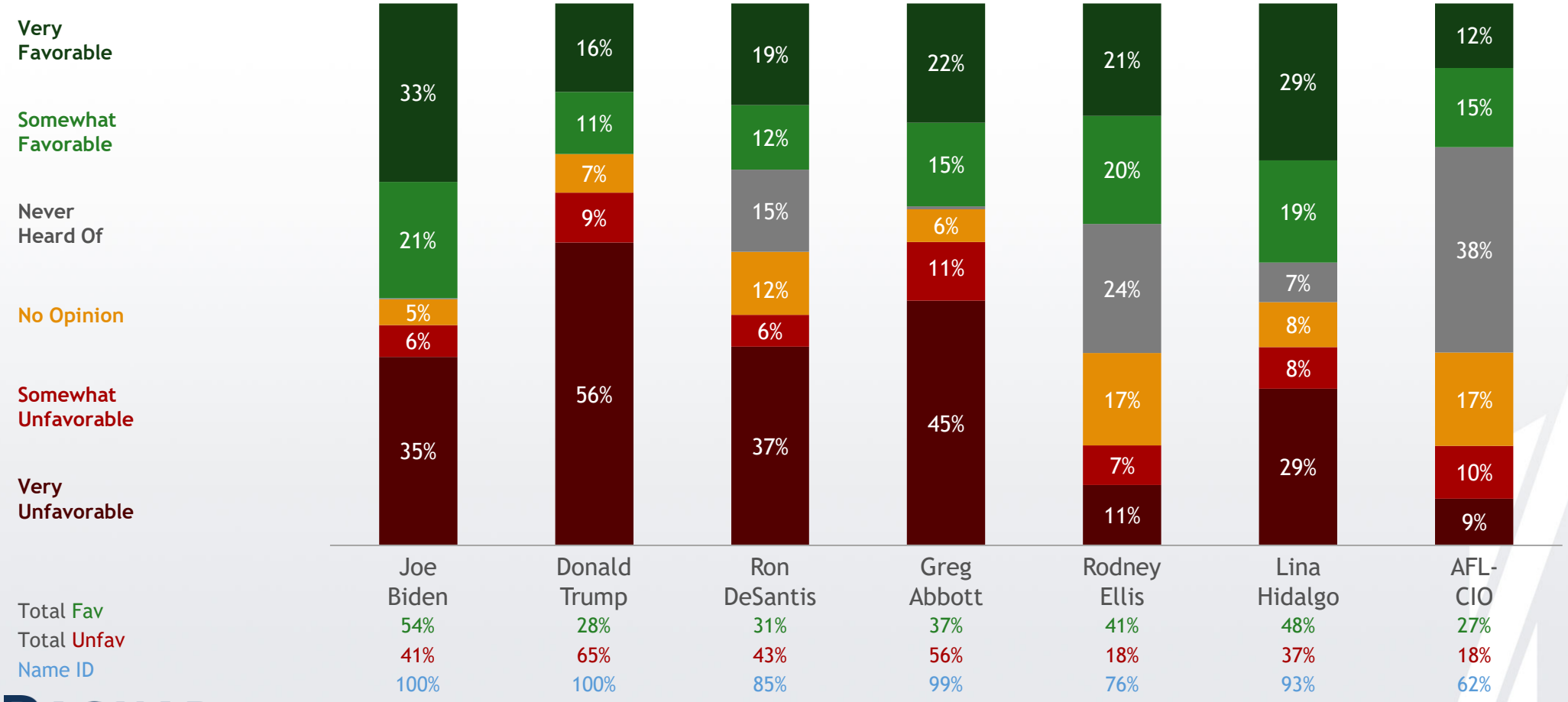
		United States	Texas	Houston
Total Right		30%	34%	43%
Total Wrong		54%	55%	43%

		Stated Party		
		GOP	Ind	Dem
US	Right Direction	5%	19%	53%
	Wrong Track	95%	63%	26%
TEXAS	Right Direction	54%	36%	23%
	Wrong Track	38%	47%	71%
HOUSTON	Right Direction	12%	34%	69%
	Wrong Track	75%	54%	19%

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Republican Trump, DeSantis, and Abbott are all upside down in their image, while Democrats Biden, Ellis, and Hidalgo are viewed overall favorably.

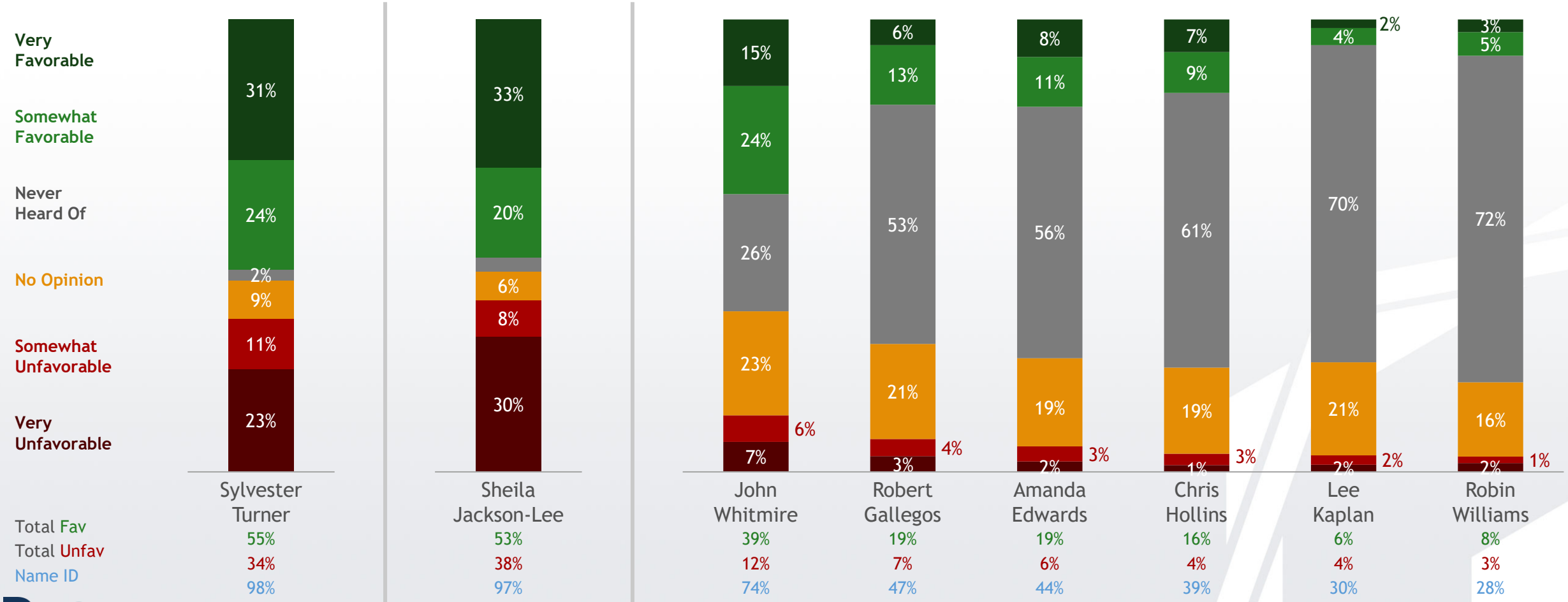
Voter Perceptions Of Candidates



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All candidates are largely unknown. Whitmire is performing the best with the highest name ID and more than twice the favorability to the next closest candidate. Sheila Jackson-Lee has high name ID and a strong image with 53% favorability, but she is saddled with 38% unfavorability, significantly more than Whitmire's 12%.

Voter Perceptions Of Mayoral Candidates & Mayor of Houston

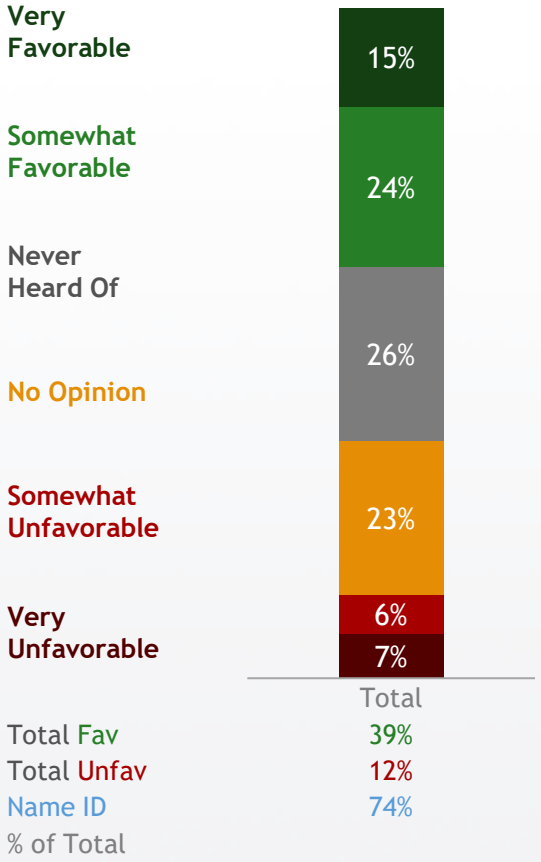


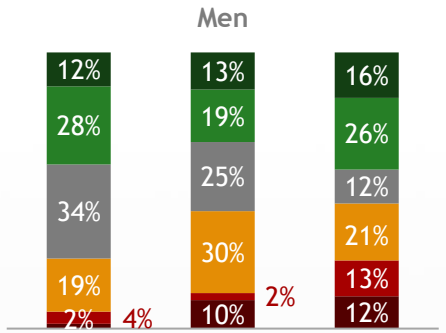
	Sylvester Turner	Sheila Jackson-Lee	John Whitmire	Robert Gallegos	Amanda Edwards	Chris Hollins	Lee Kaplan	Robin Williams
Total Fav	55%	53%	39%	19%	19%	16%	6%	8%
Total Unfav	34%	38%	12%	7%	6%	4%	4%	3%
Name ID	98%	97%	74%	47%	44%	39%	30%	28%

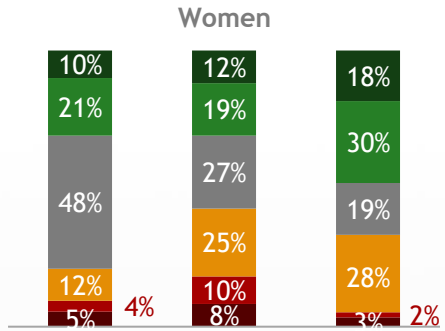
RAGNAR RESEARCH PARTNERS

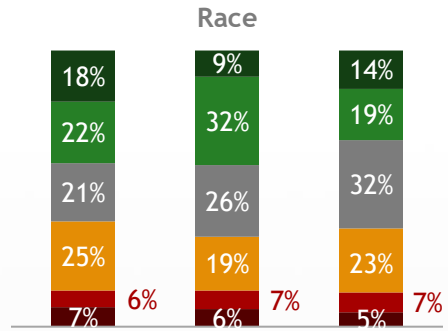
Most groups are undecided or hold no opinion of Whitmire. His favorability is steady across most groups but is strongest among Moderates, Independents, Democrats, and Liberals. Whitmire is struggling with women 18-44 but most remain undecided, and men 45+ who have largely heard of him but are yet to form an opinion of Whitmire.

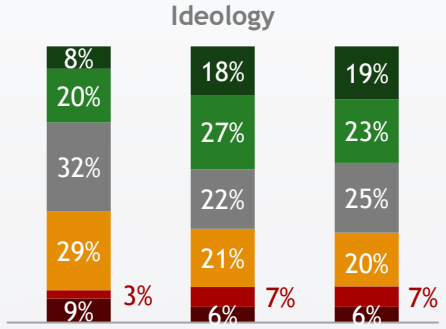
Whitmire Image - Total & Breakouts

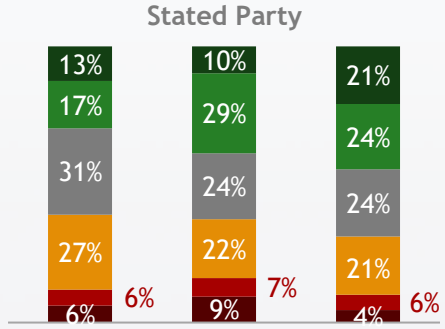


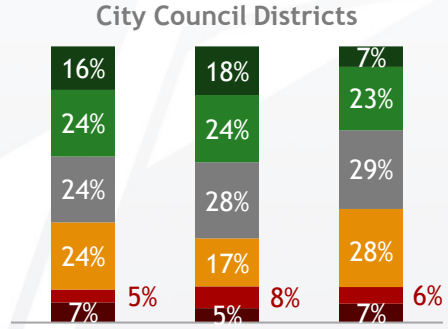








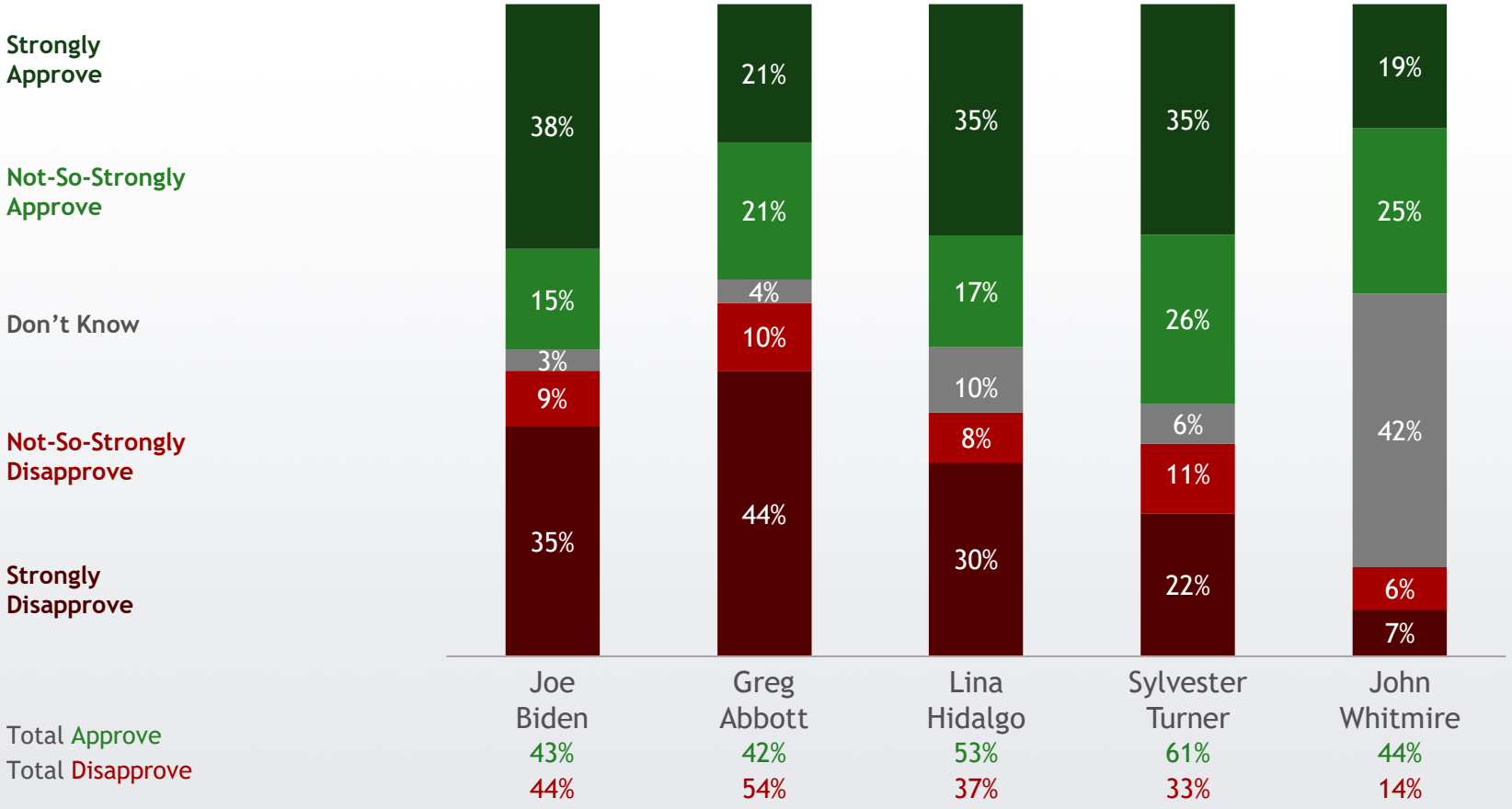




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Democrats Biden, Hidalgo, and Turner job approvals are all net positive while voters disapprove of Greg Abbott's performance. Whitmire has a strong approval at 44% but another 42% remain undecided about his job performance.

Job Approval



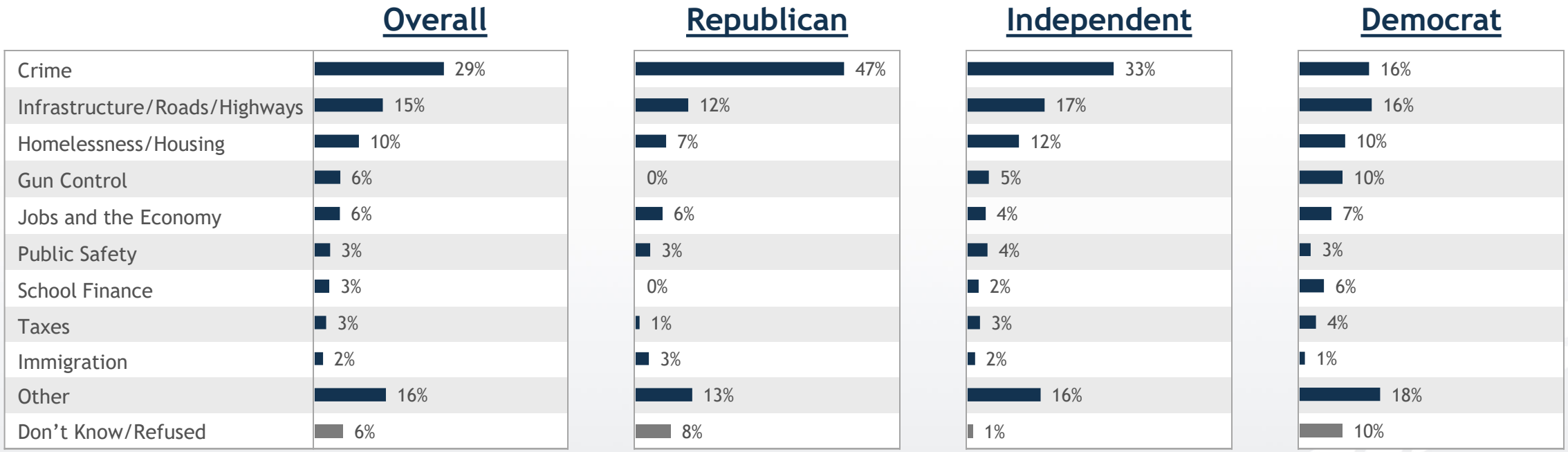
		Stated Party		
		GOP	Ind	Dem
BIDEN	Approve	2%	44%	88%
	Disapprove	98%	52%	8%
ABBOTT	Approve	90%	44%	15%
	Disapprove	10%	50%	82%
HIDALGO	Approve	13%	38%	85%
	Disapprove	79%	53%	5%
TURNER	Approve	28%	44%	91%
	Disapprove	67%	48%	3%
WHITMIRE	Approve	42%	41%	48%
	Disapprove	9%	16%	15%

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Issues

The top issue overall is crime, particularly among Republicans and Independents. All groups also see infrastructure as the second most important issue.

Most Important Issue Overall and Party ID



Top 'Other' mentions include: Firefighter/Police Pensions (1%), Environment (1%), Police (1%), Using the Rainy Day Fund for Disaster Relief (1%), Health Care (1%), Gender Issues/LGBTQ (1%), Property Tax Growth (1%).

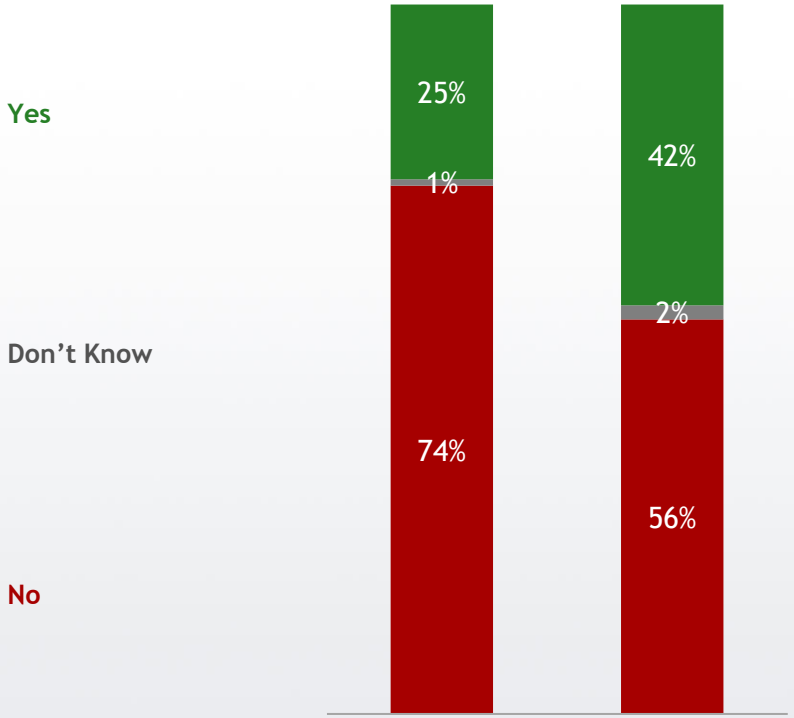
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Research Note: % of Total for **Republican** = 23%, **Independent** = 32% **Democrat** = 42%.

Safety is a concern for citizens of Houston. One-fourth of respondents say they've been victimized by a crime in the last ten years and 42% say they have had family that were victimized. Sixty-three percent said they are afraid to walk out at night and 61% say Houston has become less safe in the last four years.

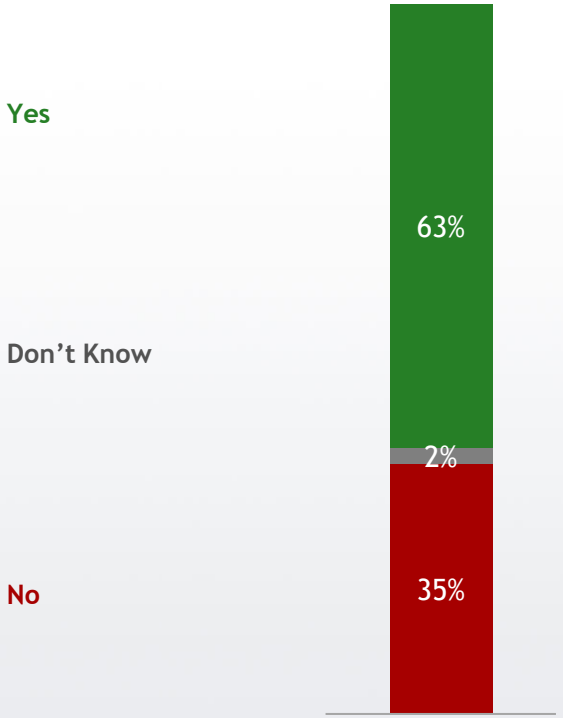
Safety

Crime Victimization



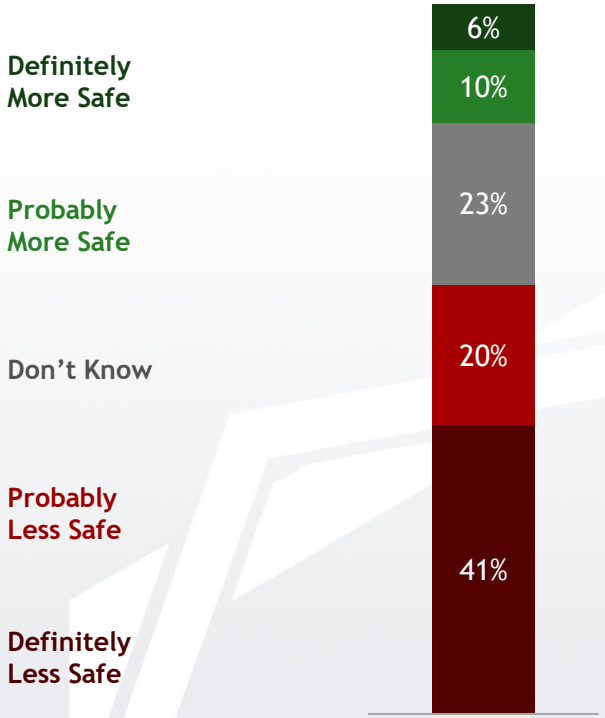
	Crime Victim	Friend/Family Crime Victim
Total Yes	25%	42%
Total No	74%	56%

Afraid to Walk at Night



	Afraid Walk Alone at Night
Total Yes	63%
Total No	35%

Safety in Last Four Years



	Safety Last Four Years
Total More Safe	17%
Total Less Safe	61%

RAGNAR RESEARCH PARTNERS

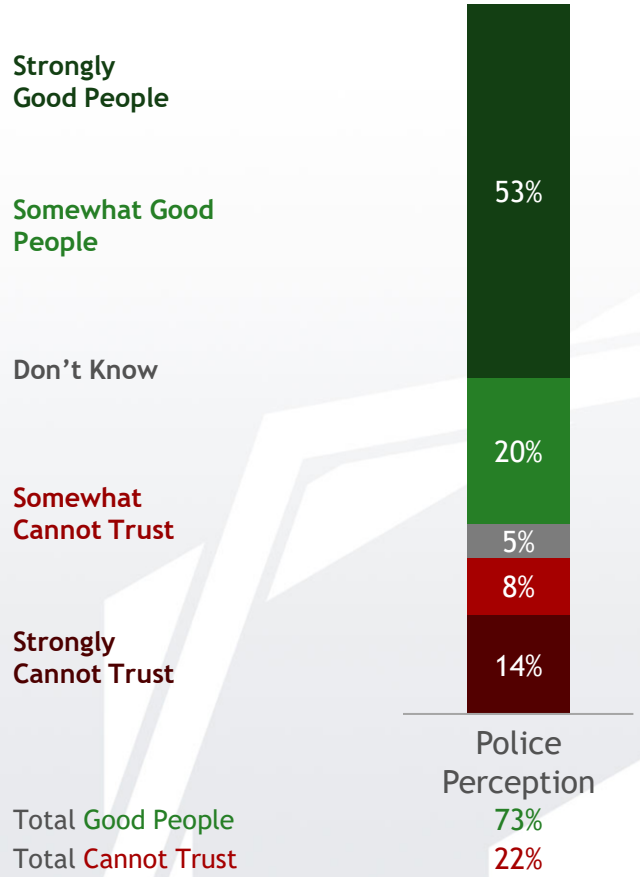
Voters are evenly split on the cause for rising crime ranging from a lack of resources for economically challenged communities to a breakdown of the nuclear family. Police perception is overall positive with three-fourths of voters agreeing that police are good people that sometimes make mistakes.

Cause of Crime & Police Perception

Most to Blame for Rising Crime Rates

A lack of resources for economically challenged communities.	19%
Widespread disrespect for the law.	18%
Systemic barriers to opportunity, such as a poor educational system.	18%
A breakdown in the nuclear family.	16%
Increasing rates of poverty.	10%
Failure to properly fund and staff local law enforcement.	9%
Don't Know/Refused	11%

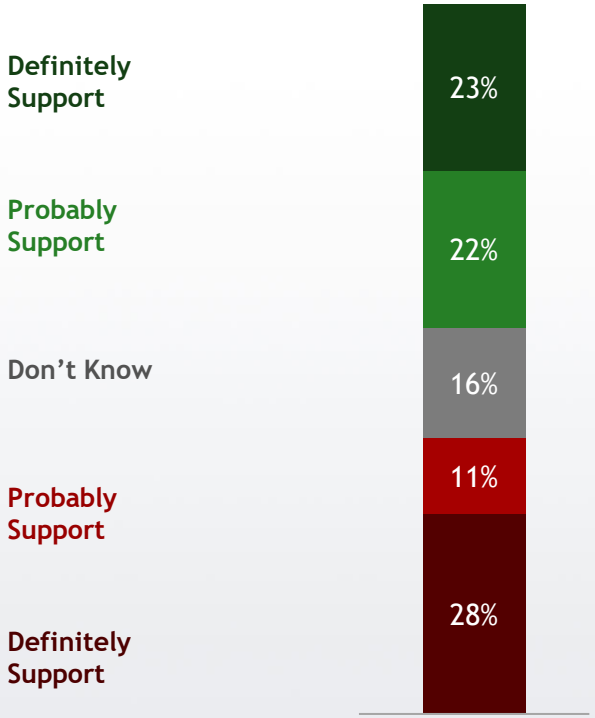
Police Perception



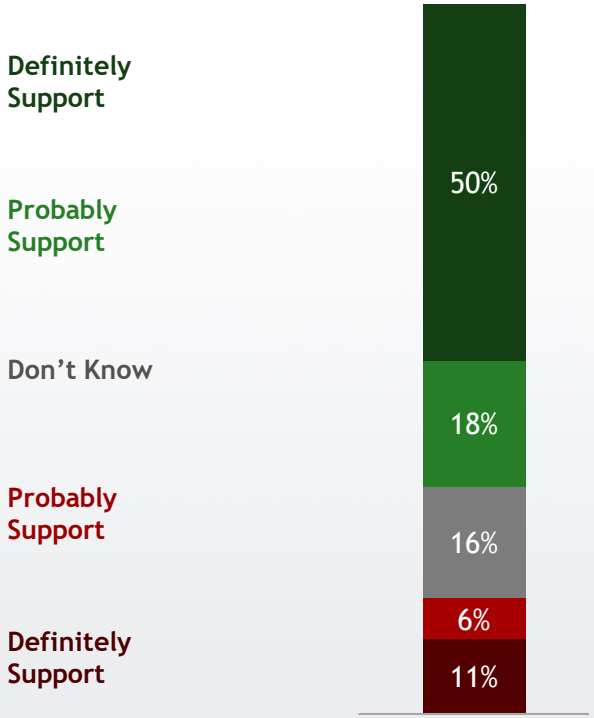
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Voters are slightly in support of exempting property taxes from properties used partially for affordable housing, but a significant majority think more oversight and transparency is needed for tax breaks on properties used for affordable housing.

Affordable Housing



Total Support 46%
Total Oppose 39%



Total Support 68%
Total Oppose 16%

QUESTION TEXT:
Q60: As you may know, the City of Houston is allowed to purchase property, lease the property back to a private developer or owner, and the property is exempt from all taxes if a portion of the property is used for affordable housing. Do you support or oppose this practice?

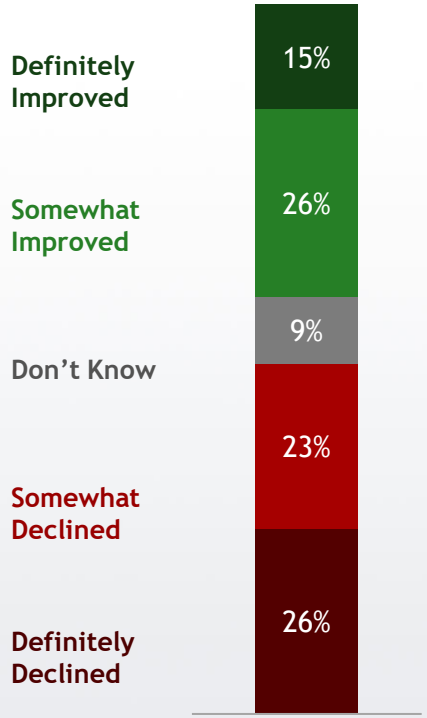
Q61:As you may know, Public Facility Corporations are financing tools that allow local authorities to promote the development of housing. However, with no oversight, the Houston Housing Authority has removed property taxes from existing apartments in return for making only ten percent of the units available for affordable housing. Legislation has been authored to add proper oversight and transparency. Based on what you know, would you support or oppose legislation to add oversight to the Houston Housing Authority?

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Voters support expanding automobile infrastructure with a majority supporting an I-45 expansion, expanding existing roadways, and improving infrastructure to accommodate more cars. A plurality of voters thought both trash collection and the economy of Houston has declined in the last four years.

Infrastructure & Services

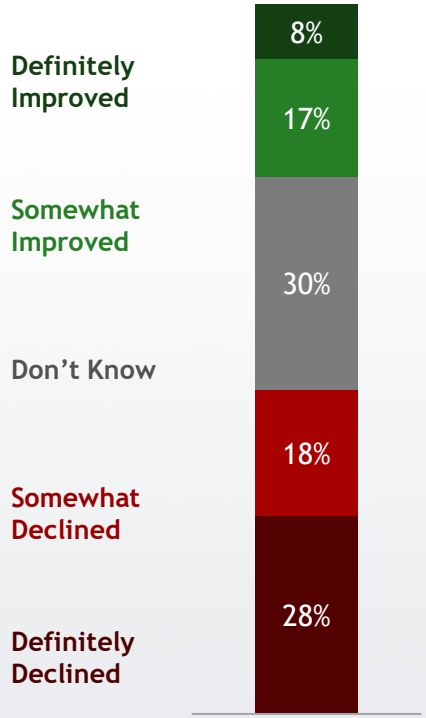
Houston Economy



Q55

Total Improved 41%
Total Declined 49%

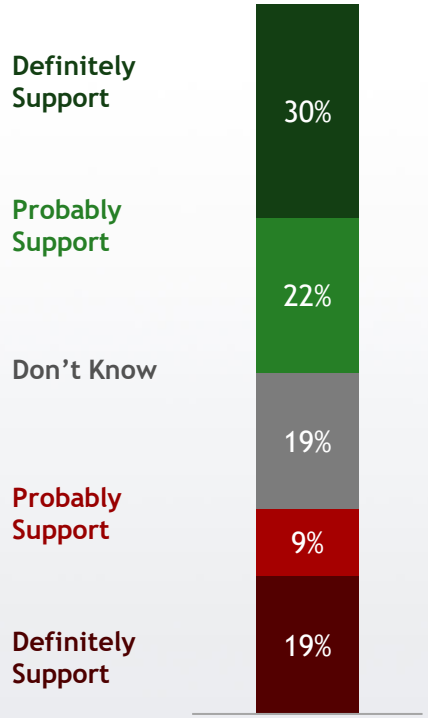
Trash Collection



Q51

Total Improved 24%
Total Declined 46%

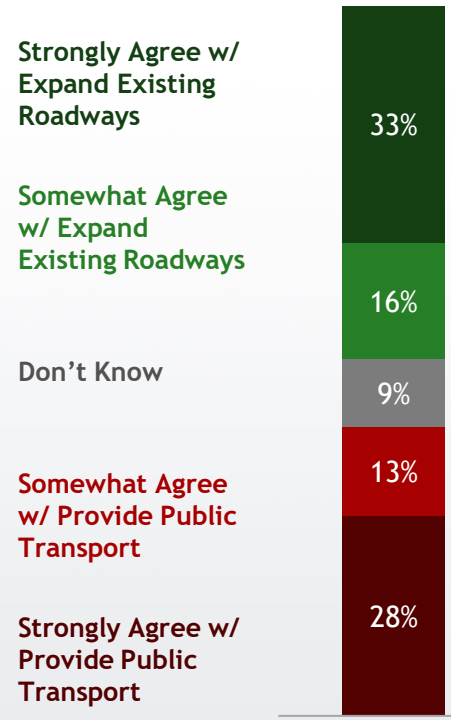
I-45 Expansion



Q50

Total Support 52%
Total Oppose 29%

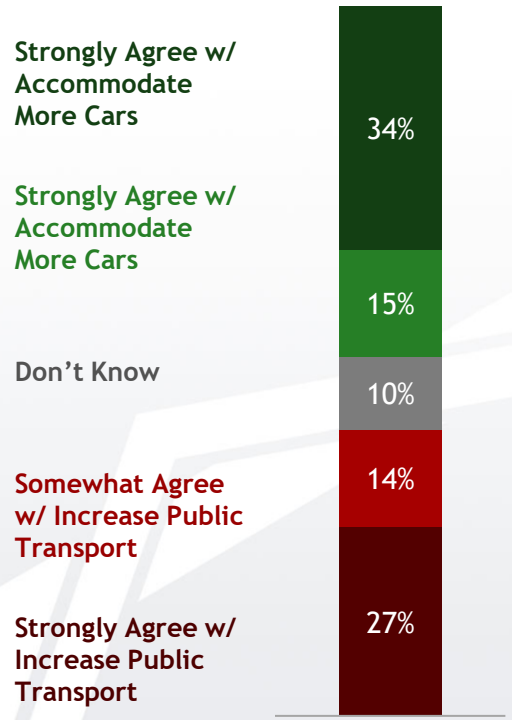
Expand Roads v Public Transport



Q58

Total Expand Existing 50%
Total Provide Transport 41%

Accommodate Cars v Public Transport



Q59

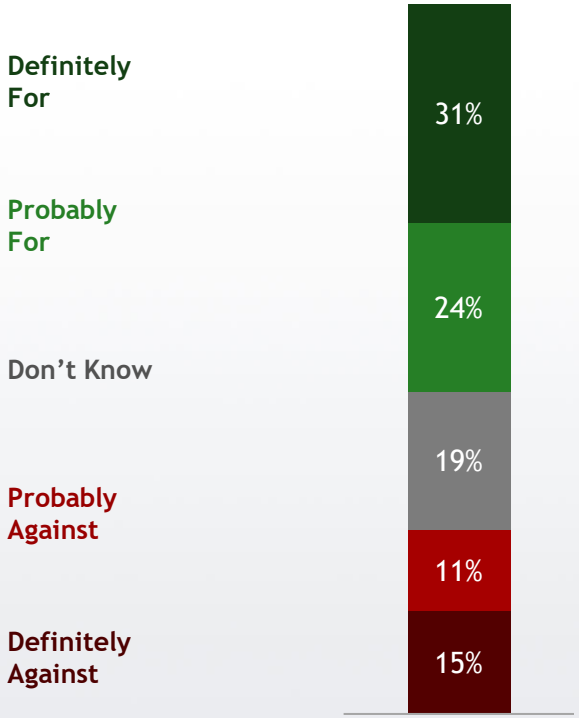
Total Accommodate 49%
Total Increase 40%

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Fifty-five percent of voters support Proposition A to allow City Council members to add items to the city agenda. A majority of voters were more likely to support a Candidate for Mayor who was endorsed by the Houston Firefighters Association or the Police Officers Union.

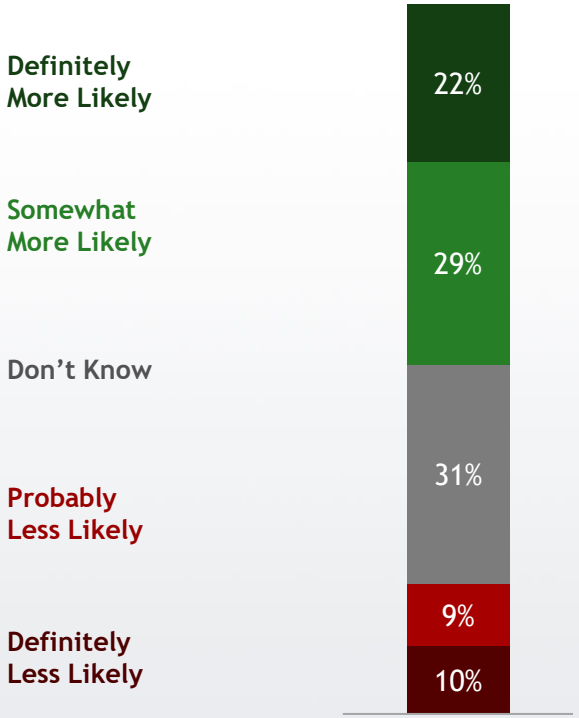
Infrastructure & Services

City Council Add Agenda Item



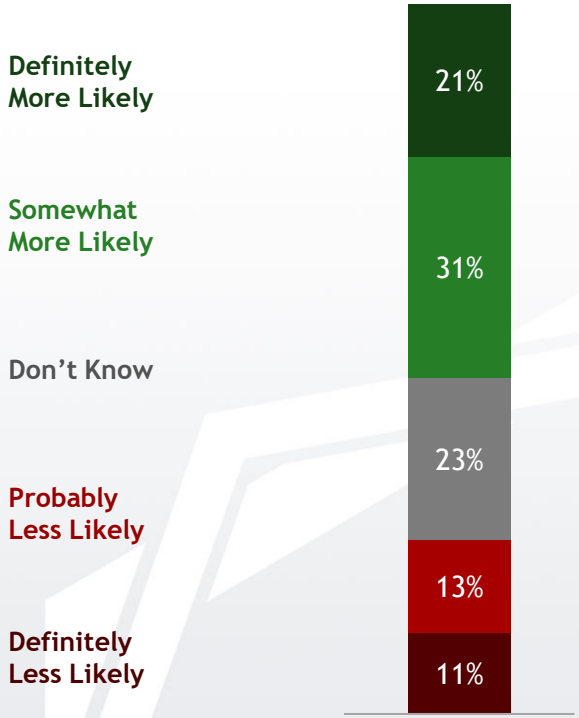
Total For	55%
Total Against	26%

Vote for Candidate Endorsed by Houston Firefighters Association



Total More Likely	51%
Total Less Likely	18%

Vote for Candidate Endorsed by Houston Police Officers Union



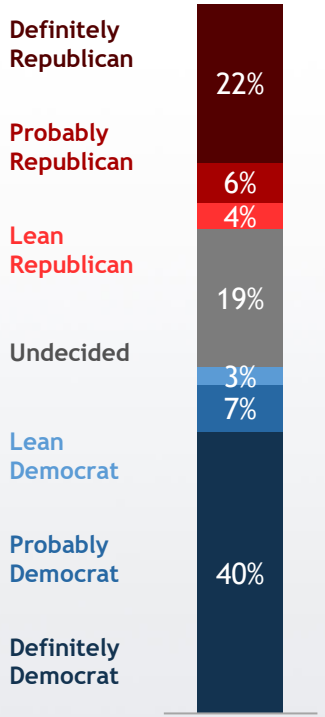
Total More Likely	53%
Total Less Likely	25%

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Ballot

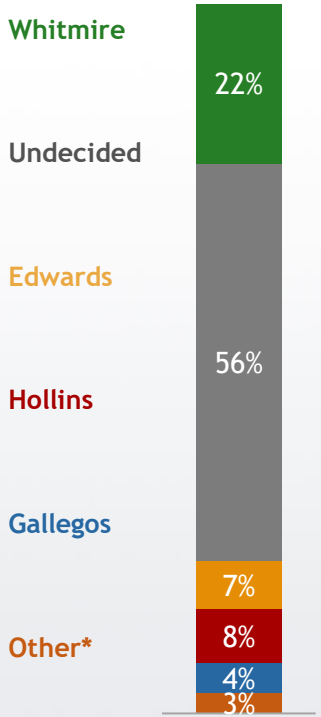
Whitmire leads all candidates on the first ballot, but when Jackson-Lee is on the ballot Whitmire leads her by 1%, but 46% are undecided. Whitmire leads all candidates on head-to-head ballot with Sheila Jackson-Lee being the strongest potential opponent. Whitmire against Edwards, Gallegos, and Hollins have a plurality of voters undecided.

Generic Ballot



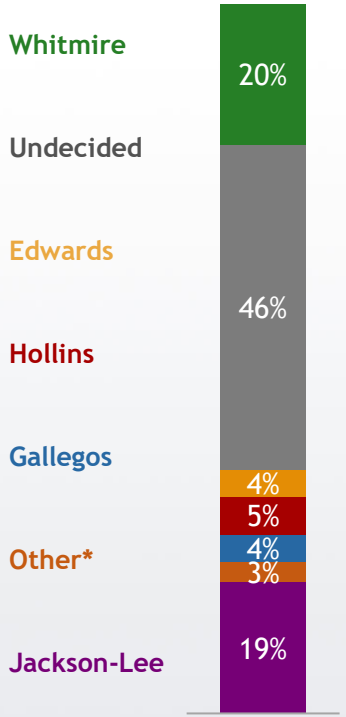
Republican	32%
Democrat	49%

Full Ballot



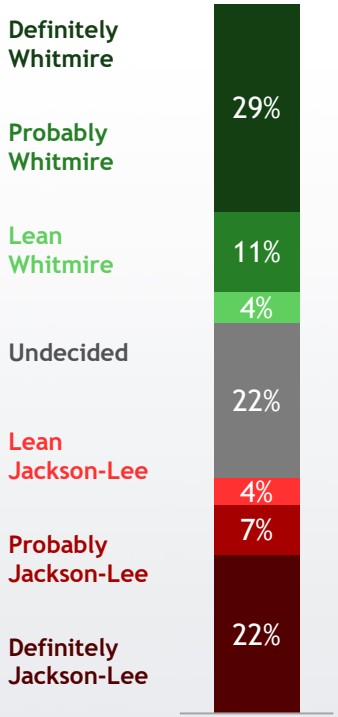
Whitmire	22%
Hollins	8%

Full Ballot w/ Jackson-Lee



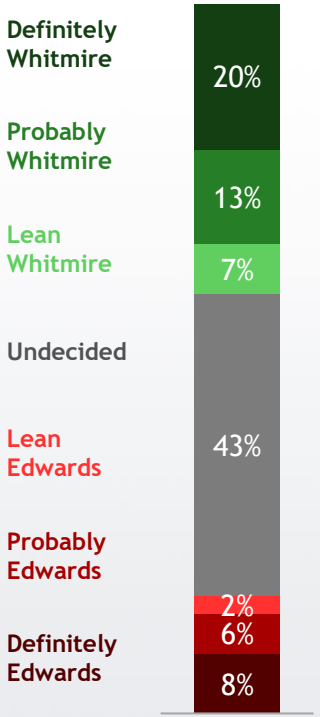
Whitmire	20%
Jackson-Lee	19%

Whitmire v Jackson-Lee



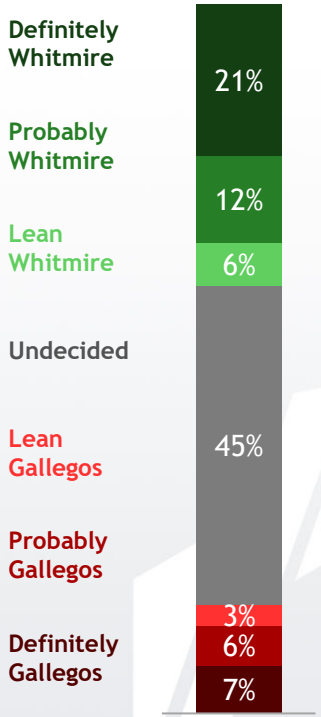
Whitmire	45%
Jackson-Lee	33%

Whitmire v Edwards



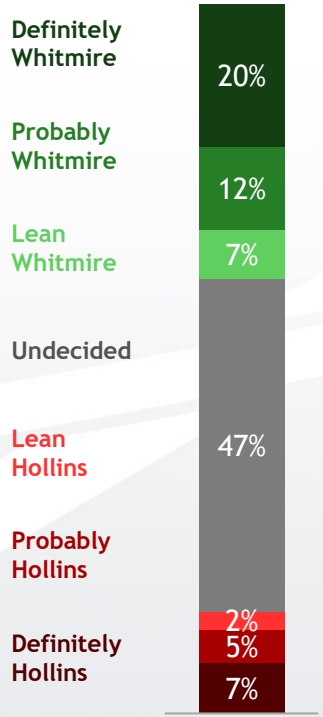
Whitmire	41%
Edwards	17%

Whitmire v Gallegos



Whitmire	40%
Gallegos	15%

Whitmire v Hollins



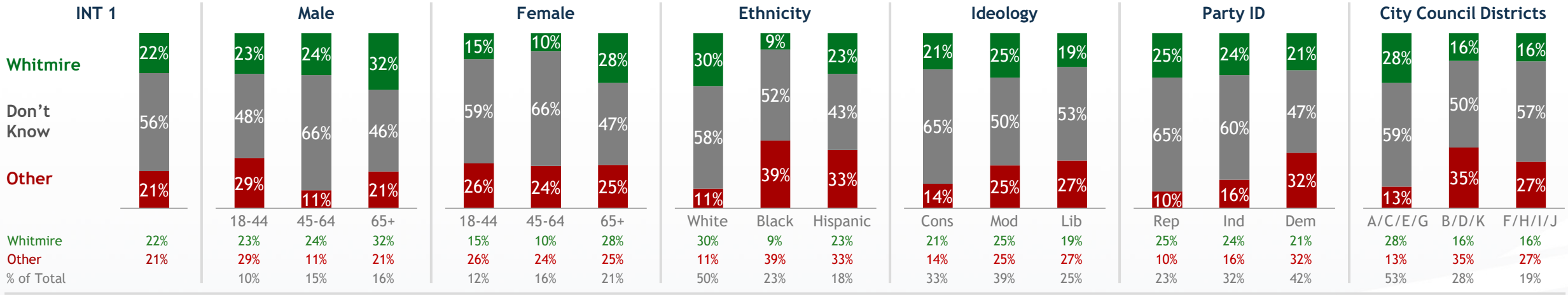
Whitmire	39%
Hollins	14%

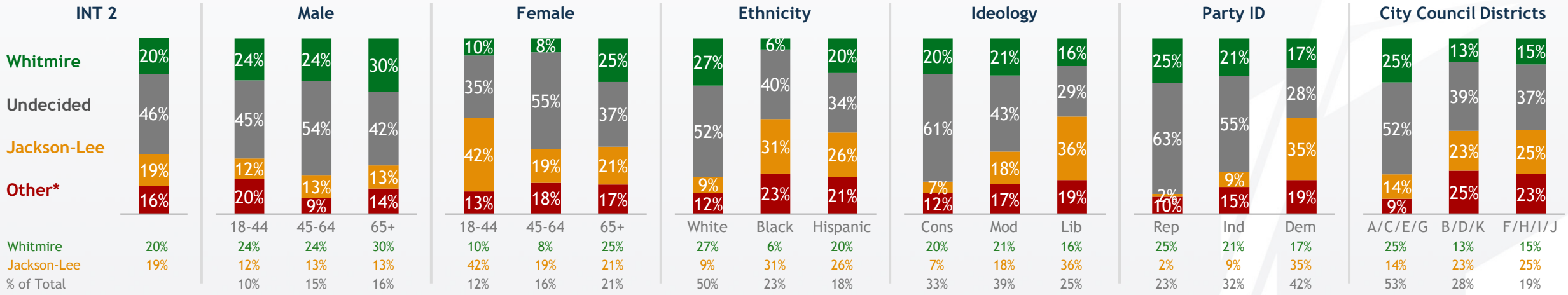
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*Research Notes: Williams & Kaplan combined into other due to low base size.

Whitmire leads most groups on the first initial ballot but when Sheila Jackson-Lee is on the ballot she attracts large portions of undecided voters. Jackson-Lee is able to capture large portions of Women 18-44, Black, Hispanic, Liberal, and Democrat voters.

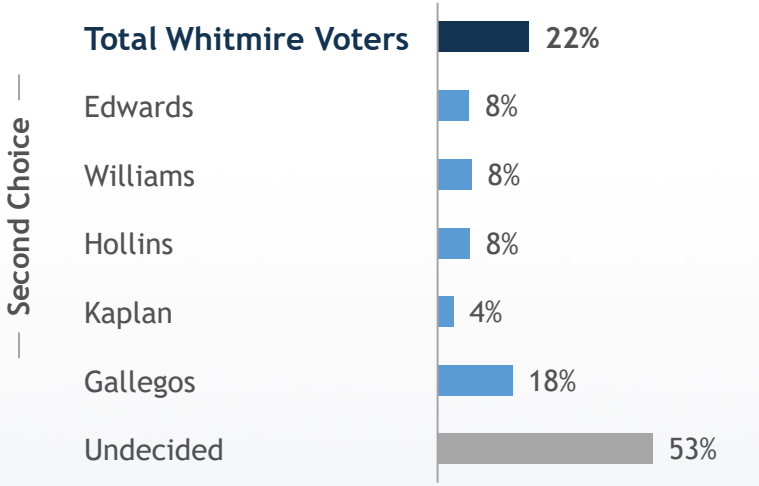
Houston Mayor Ballots - Total & Breakouts

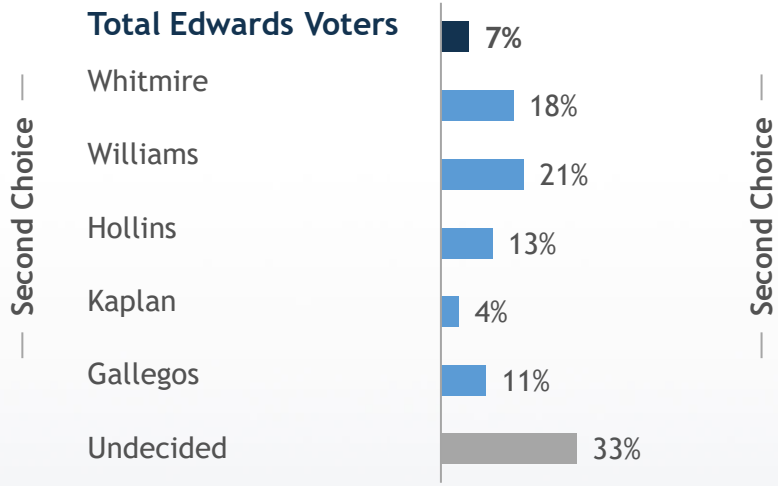


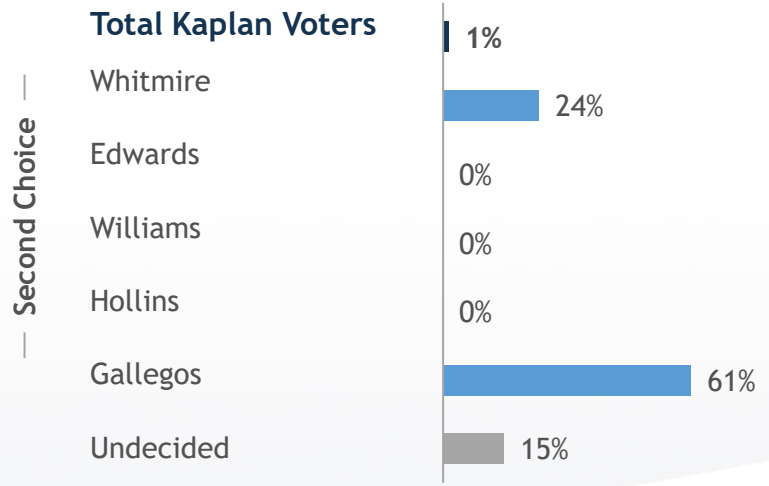


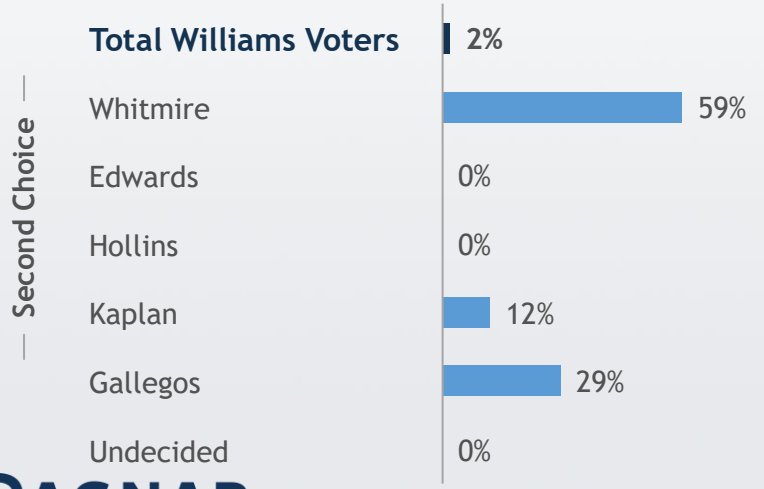
On the first initial ballot voters that first chose Whitmire we're largely undecided on a second choice, Gallegos was the second most selected at 18%. Whitmire was the second choice for all other candidates except for Kaplan and Hollins voters.

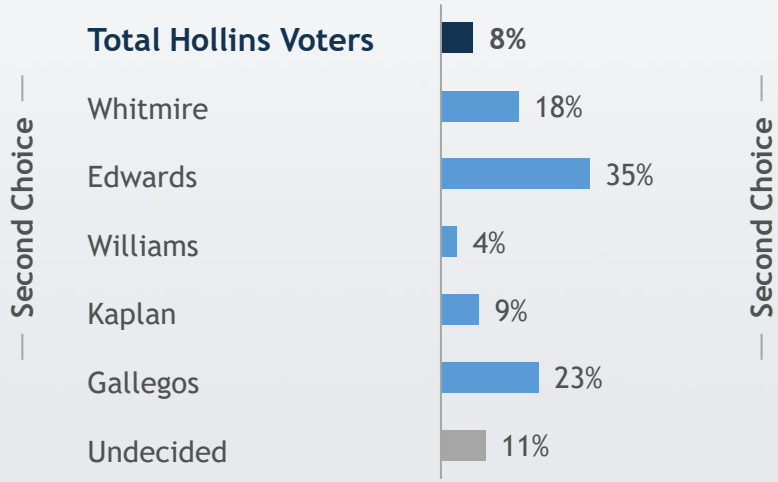
Second Choice Ballot For 1st Initial Ballot

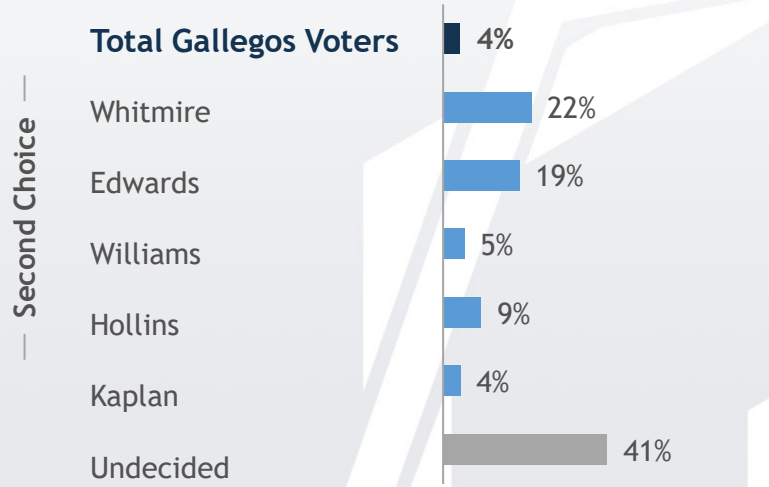










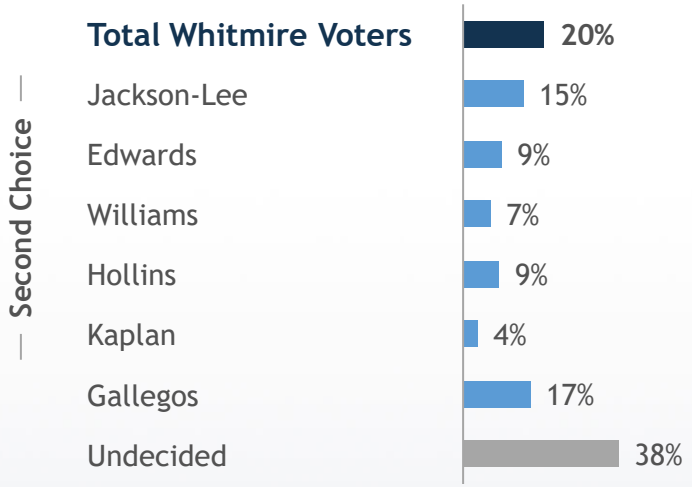


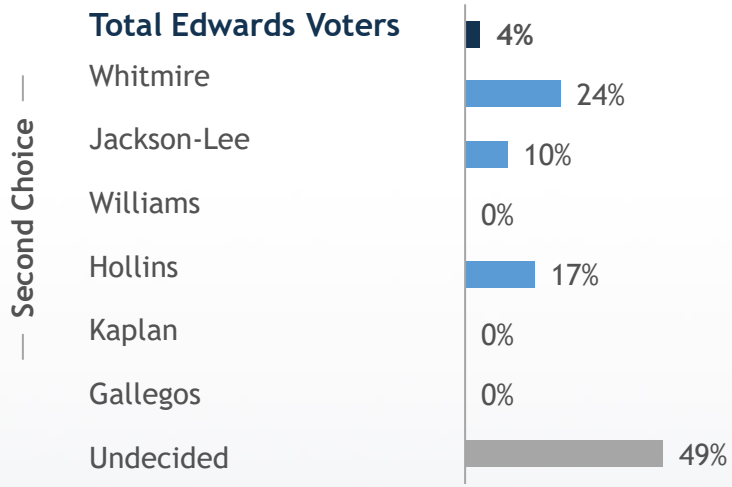
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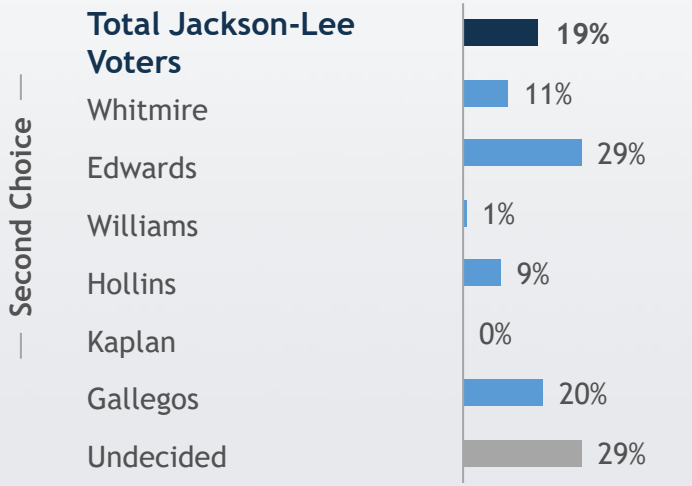
Research Notes: Chart scale 0% - 100%

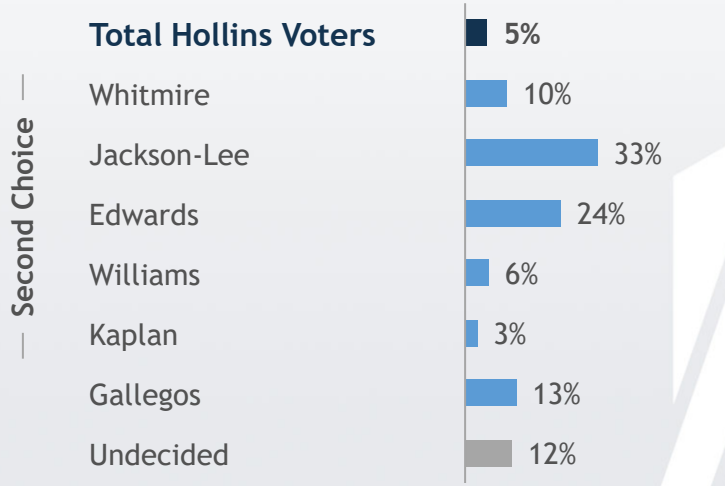
On the second initial ballot Whitmire voters went to either Jackson-Lee or Gallegos as their second choice. Jackson-Lee voters were most likely to pick either Edwards or Gallegos as their second choice.

Second Choice Ballot For 2nd Initial Ballot







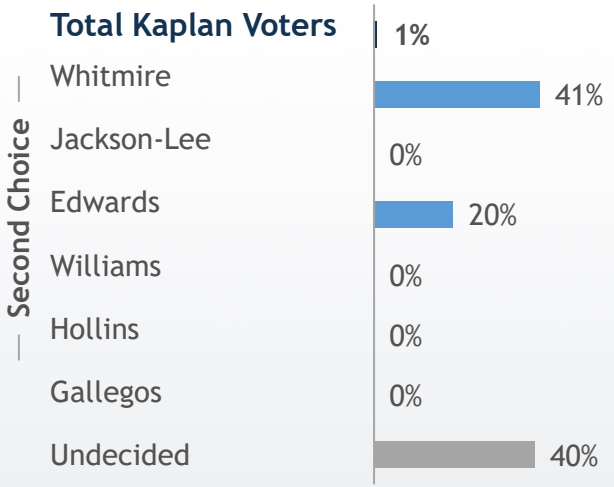


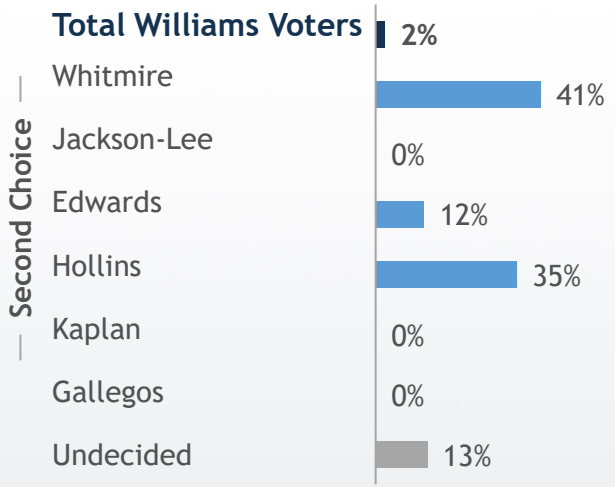
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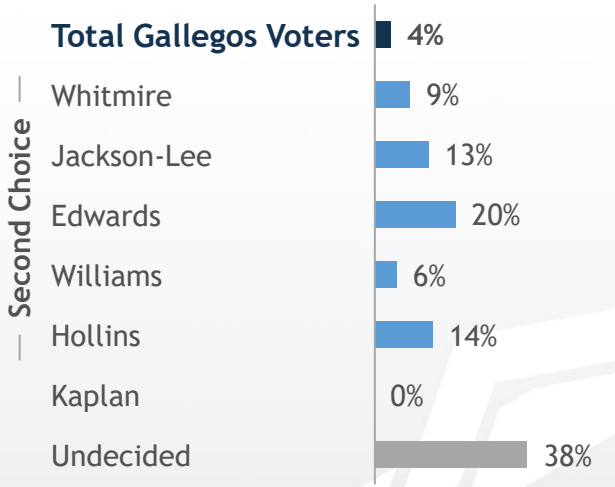
Research Notes: Chart scale 0% - 100%

Whitmire was the second choice for Williams and Kaplan voters. Gallegos voters chose Edwards as their top second choice.

Second Choice Ballot For 2nd Initial Ballot







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Research Notes: Chart scale 0% - 100%



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