



To: Mike Siegel for Congress Campaign
From: Andy Pyle, CEO Blink Insights
Date: August 21, 2018
RE: Texas 10 Registered Voter Poll

Texas 10th Congressional District Registered Voter Poll

This memo highlights key findings from a poll conducted among 524 registered voters, across the 9 counties in the Texas 10th Congressional District. The poll was conducted from July 31 – August 4, 2018, using an online panel in which respondents were matched to voter files to verify their registration status and congressional district. The poll results were weighted to represent the population of registered voters in Texas' 10th Congressional District. The margin of error is 4.3% at the 95% confidence level.

Key Findings

- Texas' 10th Congressional District is a battleground district, and could mark the gain of a House seat for the Democratic party in the upcoming midterm election
- Democrat voters are more motivated to vote than Republican voters, with 77% of Democrats stating they plan to vote (vs. 59% of Republican voters) in the November midterms
- In addition, in a generic ballot, if the election were held today, 41% would vote for the Democratic nominee, while 40% would vote for the Republican nominee
- In this Republican-leaning district, Democratic challenger Mike Siegel is in a statistical tie with incumbent Republican Michael McCaul (McCaul-39% vs. Siegel-36%)
- Reflective of national polls, health care is the #1 issue for voters in Texas 10, by an overwhelming margin (more than 20 points relative to the next issue)
 - The importance of health care is consistent across all demographic groups and party affiliations
- Protecting public education ranks as the 2nd most important issue to voters in TX10

- Most voters are unaware of, or not very familiar with Siegel (76%)
 - Despite being a 13-year Incumbent, McCaul is also not very familiar to a majority of voters (56%)
- McCaul's higher familiarity score (44% to Siegel's 24%) does not translate to a significantly higher favorability score (McCaul's 32% to Siegel's 28%)
- McCaul has twice the unfavorable ratings as Siegel (21% vs 9%)
- Siegel's conversion from familiarity to favorability is strong -- his primary challenge is a lack of familiarity
- Once voters learn of Siegel's background and expertise, their favorability increases significantly, from 28% to 67%
 - This increased favorability for Siegel is seen across all demographics, party affiliations and geographic subgroups (for example, even among Republican voters, favorability for Siegel increased from 7% to 46%)
- The percent who are likely to vote for McCaul drops significantly (from 39% to 27%) once voters learn of his association with three issues: supporting the Family Separation policy; voting to enrich himself with tax cuts; and failing to support flood control infrastructure for Houston and surrounding areas.