

MEMORANDUM

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KEY FINDINGS: TEXAS CPRIT SURVEY

DATE: FEBRUARY 6, 2019

Methodology

Public Opinion Strategies completed a statewide survey in Texas for the American Cancer Society - Cancer Action Network. The survey was conducted December 16-19, 2018, among 800 likely voters. The survey included 360 interviews with cell phone respondents and has a margin of error of $\pm 3.46\%$ in 95 out of 100 cases.

Key Findings

1. ***A majority of Texas voters say they would be in favor of the Cancer Prevention and Research Institute of Texas (CPRIT) constitutional amendment.***

Voters were asked:

There is a constitutional amendment that may be on the ballot on November 5, 2019. I am going to read you the amendment language, and please tell me if the election were held today, if you would vote YES, IN FAVOR or NO, AGAINST the constitutional amendment. Here it is...

The constitutional amendment authorizing the legislature to increase by three billion dollars the maximum bond amount authorized for the Cancer Prevention and Research Institute of Texas.

Seventy percent (70%) of voters said they would vote in favor, with just 21% saying they would vote against the amendment.

- Voters across party lines support the amendment. Sixty-seven percent (67%) of Republicans, 66% of Independents, and 75% of Democrats would vote in favor of the amendment.
- Seventy-two percent (72%) of liberals and moderates support the amendment, with 67% of conservatives also in favor.
- Support for the amendment reaches over 60% across the states' media markets.

- White and minority voters show significant support for the amendment, with 65% of white voters and 77% of minority voters supporting the amendment.
- There is no gender gap, as over two-thirds of men (68%) and women (72%) say they would vote yes, in favor of the amendment.
- Voters across education/gender subgroups are in favor of the amendment. Men and women without degrees are most supportive, at 72% and 73% respectively. Sixty-four percent (64%) of men with a degree and 70% of women with a degree are in favor.

2. ***Voters are very favorable towards CPRIT after they are read a description of it.***

Respondents were read the following description of CPRIT.

The Cancer Prevention and Research Institute of Texas was created by a state constitutional amendment passed overwhelmingly by Texas voters in 2007. It funds three hundred million dollars per year in groundbreaking cancer research and prevention programs in Texas. Its goal is to expedite innovation and commercialization in the area of cancer research. All research that it funds is conducted in-state by Texas-based scientists, which helps attract and expand the state's research capabilities.

Fully, nine-in-ten (90%) of voters said they had a favorable impression of CPRIT, with over half (56%) saying they had a strongly favorable impression.

Voters with a favorable impression of CPRIT has remained nearly constant since 2013 and has held constant year after year. Intensity of favorability rose from 2016, when 49% were strongly favorable, to 56% saying they are strongly favorable in 2018.

3. ***Texas voters prioritize funding the cancer and prevention work of CPRIT over saving taxpayer money.***

Over three-quarters (78%) of voters in Texas say it is more important to continue funding the cancer research and prevention work that CPRIT is doing than it is to end the program and save taxpayer dollars (14%). Voters backing the importance of funding has increased eight points since 2014.

- Voters across party lines say it is more important to continue funding CPRIT than it is to saving taxpayer dollars. Democrats lead the way with 89% saying funding is more important, while 74% of GOPers and 67% of Independents say funding CPRIT is more important than saving taxpayer money.
- Seventy-two percent (72%) of conservatives, 81% of moderates, and 86% of liberals agree that it is more important to continue funding the cancer research and prevention work that CPRIT is doing.

4. ***Respondents say they are more likely to vote for their state legislator if they vote to continue state funding for CPRIT.***

Seventy-three percent (73%) of voters say they would be more likely to vote for their state legislator if they vote to continue state funding for CPRIT beyond the initial ten year-commitment, with 43% of voters saying they would be much more likely to vote for their state legislator. Just 15% say they are less likely, and 8% say it would make no difference to their vote.

Increased support for their state legislator is solid across party lines, with 69% of Republicans, 63% of Independents, and 85% of Democrats saying they would more likely to support a state legislator who voted to continue funding CPRIT.

5. ***Voters overwhelmingly agree that it is important for Texas to remain a national leader in cancer research and prevention.***

Approximately nine-in-ten (89%) of voters say it is important for Texas to remain a national leader in cancer research and prevention by providing state funds for the Cancer Prevention and Research Institute of Texas. Nearly two thirds (64%) say it is very important for Texas to remain a leader in this area.

The Bottom Line

Texas voters solidly support an increased bond amount in the constitution amendment for the Cancer Prevention and Research Institute of Texas. The amendment has support across the state and across partisan, ideological, gender, and educational divides. Voters are overwhelmingly favorable to CPRIT when they are read a description of its role in the state. Across partisan and ideological lines, voters say it is more important to continue funding CPRIT's work than it is to save taxpayer dollars.

Voters are more likely to support their state legislator if they vote to continue state funding for CPRIT. In another sign of the importance of CPRIT, an overwhelming number of Texans say it is important for Texas to remain a national leader in cancer research and prevention. Texans think CPRIT is an important program for the state to be involved in and want to ensure that CPRIT has adequate funding to carry out its mission.