



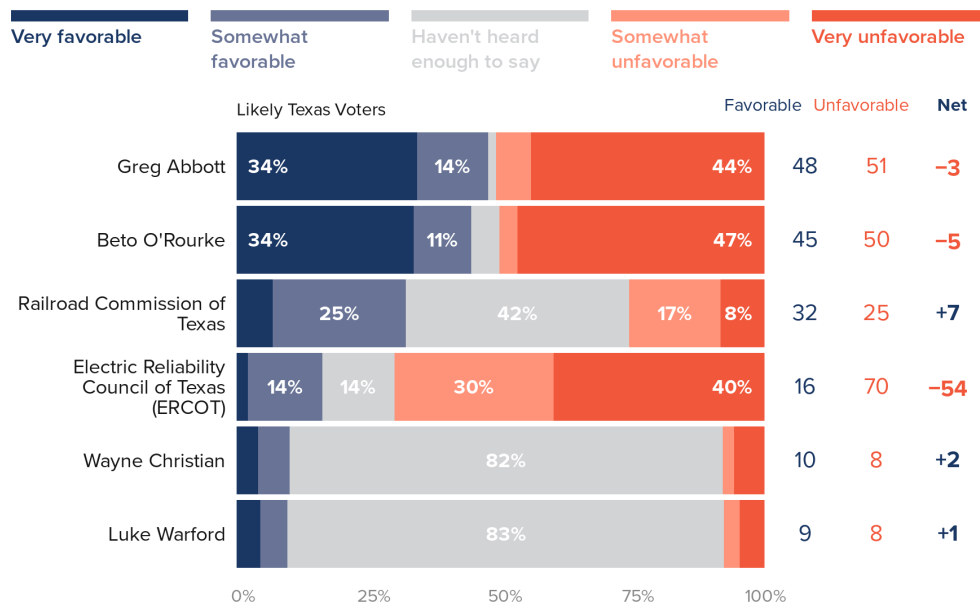
To: Interested Parties
From: Data for Progress
Date: August 30, 2022
Re: Warford Campaign Polling Update

As the November 2022 general election approaches, new Data for Progress polling finds that Luke Warford is in a competitive race for Texas Railroad Commissioner with incumbent Wayne Christian. Though both candidates are relatively unknown among voters, Data for Progress finds that after informing voters with both positive and negative messaging about each candidate, Warford wins undecided and Independent voters to come within striking distance of Christian.

Initially, few voters have heard enough to form an opinion about either candidate. Comparatively, gubernatorial candidates Beto O'Rourke and Governor Greg Abbott have widespread name recognition. However, the relatively blank slate for the Railroad Commission candidates presents an opportunity to shape their identities to voters through targeted messaging efforts.

Voters Know Little About Either Major Candidate for Texas Railroad Commission

Do you have a favorable or unfavorable opinion of the following people or institutions?



August 17-22, 2022 survey of 636 likely voters

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After recording respondents' initial opinions about each candidate, we presented them with the following biographical information, largely adopted from each candidate's public campaign websites, in random order:



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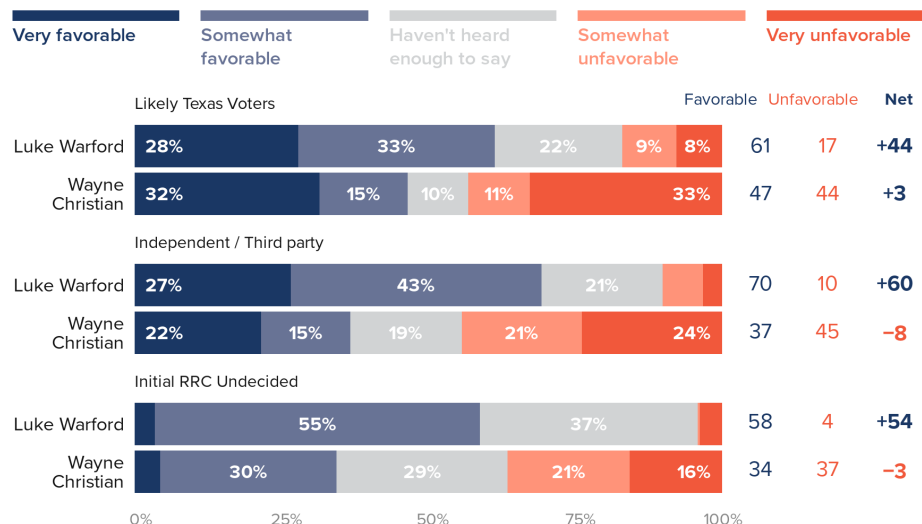
Wayne Christian is a lifelong conservative businessman who has served on the Texas Railroad Commission since 2017. As a commissioner, Christian has fought against unnecessary regulations to ensure that Texas remains free from government oversight. He believes that big government increases costs for consumers and kills high-paying jobs while harming our economy and national security. He pledges to keep fighting against the Biden administration and harmful socialist policies like the Green New Deal.

Luke Warford is a political outsider who is running to ensure the Texas Railroad Commission keeps the lights on for all Texans and ensures Texas remains an energy leader. He says that for too long, the Railroad Commission has looked out for their wealthy friends in the oil and gas industry, not Texas families. He believes that the Railroad Commission failed to protect Texans from the grid failure in the winter of 2021 and wants to improve the grid to ensure those statewide blackouts never happen again.

After providing voters with the above biographical information about each candidate, we find that **Warford emerges as the significantly more likable candidate**. Warford enjoys a +60-point margin of favorability among Independent voters, while Christian is underwater among Independents by 8 points. Moreover, those who were initially undecided view Warford favorably by a +54-point margin, while finding Christian unfavorable by a -3-point margin.

After Receiving Positive Information, Voters Have a Much More Favorable View of Warford

Voters were given a paragraph describing the biographies of Luke Warford and Wayne Christian. Then, voters were asked again whether they had a favorable or unfavorable view of each candidate.

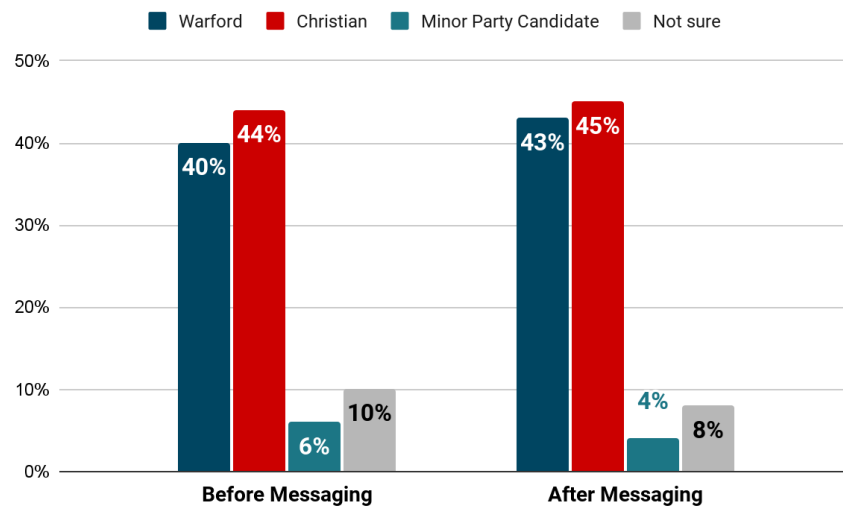


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Finally, after providing voters with both positive and negative messaging about each candidate, we find that Warford improves his standing and is down by only 2 points against Christian.



In conclusion, voters have yet to form solid opinions about either Railroad Commission candidate despite what they know from their party affiliations. Undecided and Independent voters find messaging about Christian’s failures in the wake of Winter Storm Uri to be particularly compelling and move toward Warford. Though Texas’ political environment remains challenging, Warford can capitalize on Christian’s negative attributes to win over persuadable voters.

Survey Methodology

From August 17 to 22, 2022, Data for Progress conducted a survey of 636 likely voters in Texas using SMS and web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 4 percentage points.