



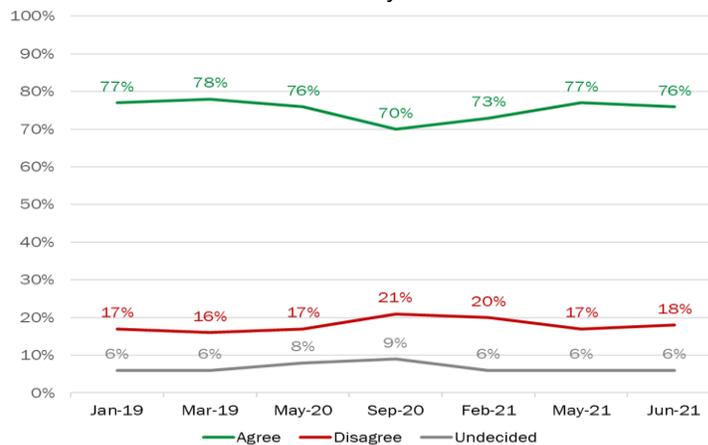
*Trusted Perspective  
Innovative Data  
Superior Results*

**TO:** INTERESTED PARTIES  
**FROM:** ALEX MUIR  
**RE:** TEXAS STATEWIDE PROPERTY TAXES SURVEY RESULTS  
**DATE:** JULY 8, 2021

This topline memorandum prepared by WPA Intelligence (WPAi) presents the key findings related to property taxes from a live telephone survey of registered voters in Texas. WPAi selected a random sample of voters from the Texas voter file. The sample for this survey was stratified based on partisanship, geography, age, gender, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview June 27-30, 2021 with 45% of interviews conducted via mobile phone. The study has a sample size of n=803 registered voters with a margin of error of ±3.5% in 95 out of 100 cases.

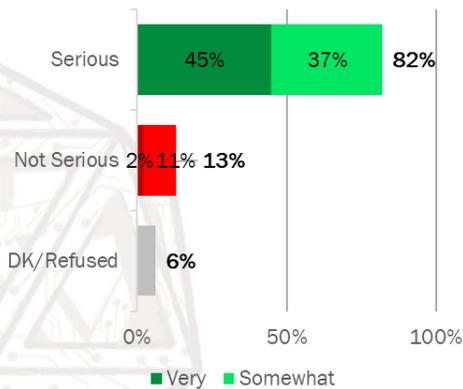
**Property Taxes Are a Major Burden for Texas Families**

More than three-quarters (76%) of registered voters still agree that property taxes are a major burden for them and their family.



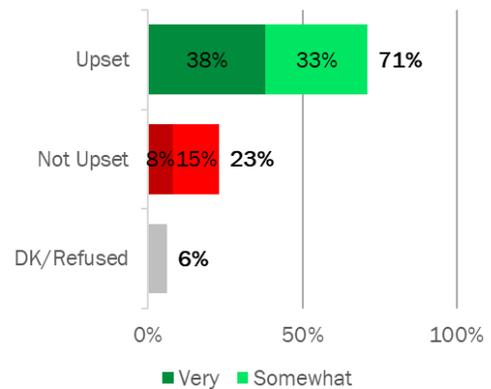
**Property Taxes Are an Important Issue In Texas**

A majority (82%) of registered voters believe that property taxes are a serious issue in Texas.



**Voters Upset If Nothing Done About Property Taxes**

Nearly three-quarters (71%) of registered voters would be upset if the current legislative session ended with nothing done to address property taxes.



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## About WPA Intelligence

Since 1998, WPA Intelligence has been a leading provider of survey research, predictive analytics and technology for corporations, educational institutions, public affairs programs, non-profits, and campaigns from President to Governor, U.S. Congress, and local elections in all 50 states and multiple foreign countries. In the 2017-2018 and 2019-2020 cycles, WPAi's polling and analytics plotted the course for multiple winning Senate, Governor, and House campaigns.

WPAi's data and analytics continue to lead the industry. In the 2016 Republican Primary for President, arguably the most unprecedented presidential contest by way of turnout and political environment volatility, WPAi accurately projected turnout and the ballot score in 42 states using predictive analytics. In 2018, our predictive analytics tools were a key element of the RNC Voter Scores program and predicted the margins in numerous races with unmatched accuracy. Again in 2020, WPAi had unparalleled accuracy helping propel several candidates to victory in U.S. House and Senate elections.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) awarded WPAi "Pollies" for our Predictive Analytics and Adaptive Sampling techniques and our groundbreaking, data-focused social media application "Leonardo." For our work in 2018, WPAi received "Reed Awards" for Best use of Data Analytics/Machine Learning, Best Use of Online Targeting for a Gubernatorial Campaign, Best New Research Technique, and Best Application of AI Technology to Optimize Targeting. In 2019, Chris Wilson, CEO, won Technology Leader of the Year by Campaigns & Elections and Matt Knee, Director of Analytics won AAPC's 40 under 40; in 2020, Trevor K. Smith, Ph.D., Research Director, won AAPC's 40 under 40 as well.

