O’Rourke (D) and Cruz (R) Battle for Texas’ Senate Seat

Immigration is the strongest motivator to vote for likely voters

Washington, D.C., September 19, 2018 — Today, Ipsos released new election data in partnership with Reuters and the University of Virginia Center for Politics, showing that Democrat Beto O’Rourke (47%) and Republican Ted Cruz (45%) are tied in their race for Texas’ Senate seat. Likely voters are also split on their choices for Congress – 47% report they would vote for a Democrat candidate compared to 45% who would vote for a Republican. Looking toward the governor’s race, Republican Greg Abbott (50%) enjoys a lead over Democrat Lupe Valdez (41%) among likely voters.

Texans who are likely to vote are more optimistic about the state of affairs within Texas (54%) than the country as a whole (43%). In terms of the most important issue of the day facing the nation, Texans cite immigration (19%) and healthcare (18%). Immigration (18%) is also the strongest motivating issue for likely voters in Texas to actually make it to the polls.

Likely voters are also split on President Trump’s job performance, with 47% reporting they approve of the job he is doing as president compared to 53% who disapprove. When asked about their motivation to vote, 53% of likely voters said they are motivated to vote for a candidate that will oppose President Trump, and 48% reported they were motivated to vote for a candidate who would support Trump.

For more information on Texas and other races, please reference the Political Atlas, an interactive website collaboration between Ipsos and the University of Virginia Center for Politics.

The Political Atlas site provides daily updates of the main issues affecting citizens in all 50 states, along with poll and social media indicators for every congressional, senate, and gubernatorial race in the country, with expert assessments. Bringing this to the midterms provides further resolution to the ebbs and flows of the campaigns. Ipsos uses machine learning and natural language processing algorithms to collect and categorize over 5 million individual posts a day.
Press Release – continued –

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.
At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com