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NOTE TO MEDIA: GREATER HOUSTON PARTNERSHIP PRESIDENT AND CEO JEFF MOSELEY WILL BE AVAILABLE FRIDAY, NOVEMBER 4, 2011, AT 10:30 A.M., TO DISCUSS THE RESULTS OF THE SURVEY IN THE GHP BOARDROOM, 1200 SMITH, SUITE 700, HOUSTON, TX 77002

NEWS RELEASE

**FOR IMMEDIATE RELEASE:
NOVEMBER 4, 2011**

GREATER HOUSTON PARTNERSHIP ANNOUNCES RESULTS OF INAUGURAL GHP VOTER INSIGHT SURVEY

HOUSTON – In an attempt to gauge the opinions of likely voters on a wide variety of issues affecting the 10-county region it serves, the Greater Houston Partnership recently commissioned its first-ever Voter Insight Survey.

“Our Board of Directors felt it was necessary to find out the opinions of likely voters towards issues and topics of interest in the Houston region,” said Jeff Moseley, President of the Greater Houston Partnership. “Part of our mission is advocating for good public policy, and this is a tool we will be using on an as-needed basis to help guide us in that responsibility.”

The survey involved telephone interviews with 606 respondents throughout the region the week of Oct. 19. The results have a margin of error of +/-4%. Overall the results of the survey showed no deviations between Harris County residents and those in the other nine counties – as the mind-set across all counties was fairly consistent.

“The Greater Houston Partnership is going to use the results of this survey to help guide our public policy initiatives, as well as to hopefully open dialogues between us and many area organizations to see how we can assist as we continue to work to build up the Houston region,” Moseley said.

Education

According to the survey, respondents would like to see “elected officials in the region make the University of Houston a Tier I public university” by more than a 2:1 ration (63% to 27%).

“Getting the University of Houston to Tier 1 status has been a priority of our board for the last few years. In addition to passing resolutions in support of Tier 1 status for UH, we made this one of our legislative priorities the last two sessions,” Moseley said. “Having a tier 1 university in our

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backyard is key to strategic workforce development if we are serious about training the next generation of workers for our region.”

Health Care

Voters were evenly split on whether or not the state and federal government should play a larger role in making healthcare affordable—(48%) feel solutions should be left to the private sector while (47%) feel government needs to play a larger role.

“GHP has a very active Health Care Committee and various subcommittees as we represent some of the largest health care employers in the region, and we are going to continue urging Congress to work with us on providing the best care possible under the health care reform law,” Moseley said. At the same time, we are going to continue asking our elected officials to assist us in preserving our remarkable health care system – with the Texas Medical Center at its core.”

Quality of Life

An overwhelming three quarters of voters (74%) surveyed feel that the quality of life in the Greater Houston Area is better than most other places.

“This is really a case of reaping what you sow. GHP has been committed for more than a decade to raising the quality of life in this region through improved and more abundant greenspaces and amenities,” Moseley said. “We have teamed up with a large coalition of groups to make this happen, and for us these tremendous results are the fruit of that labor.”

Park and Greenspace Development

Seventy-five percent (75%) of respondents rated efforts at park and greenspace development as “very good” or “fair.”

“The business community has consistently ranked quality of life as a priority in the region and GHP’s Quality of Life Committee has worked on diverse initiatives to improve quality of life in the region,” said Ed Wulfe, Chairman of GHP’s Quality of Life Committee. “The survey’s results regarding a lack of sufficient parks and green space reinforce the committee’s current focus on development of more than 250 miles of additional trails, parks and open spaces under the Bayou Greenway Initiative.”

GHP will be releasing more results from this survey in the coming weeks.

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The Greater Houston Partnership is the primary advocate of Houston’s business community and is dedicated to building regional economic prosperity. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto and Waller. With more than 2,100 Member organizations, GHP represents approximately one-fifth of the region’s work force. Visit GHP at houston.org.

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