



TEXAS ECONOMIC DEVELOPMENT

Greater Houston Partnership

APRIL 2023

KEY FINDINGS

1. Twice as many Texas voters say *Texas is going in the right direction* compared to the United States. Additionally, most Texas voters are *confident in the strength* of the Texas economy.
2. Texas voters believe the top three priorities for the state government should be *crime & public safety, healthcare, and immigration & border security*.
3. Support for utilizing economic development tools to attract businesses is *high among Texas voters*. A plurality of Texas voters believes offering temporary property tax discounts *mostly helps* capital investments.
 - When given opposing views on the trade-offs, Texas voters *consistently show high levels of support* for economic development programs.
4. Texas voters consistently cite *increasing power grid reliability, job creation, and money for K-12 public schools* as top issues that should be considered when developing a new economic development program in Texas.
5. If a member of the Texas Legislature voted in favor of a new economic development program, *the majority of Texas voters* would be *more likely* or *just as likely* to vote for that candidate.



METHODOLOGY

This poll was conducted between April 21-25, 2023 among a sample of 2,003 Texas voters. The interviews were conducted online and the data were weighted to approximate a target sample of Texas voters based on age, educational attainment, race, marital status, home ownership, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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CONFIDENCE IN TEXAS

Twice as many Texas voters say Texas (51%) is going in the *right direction* compared to the United States (26%).

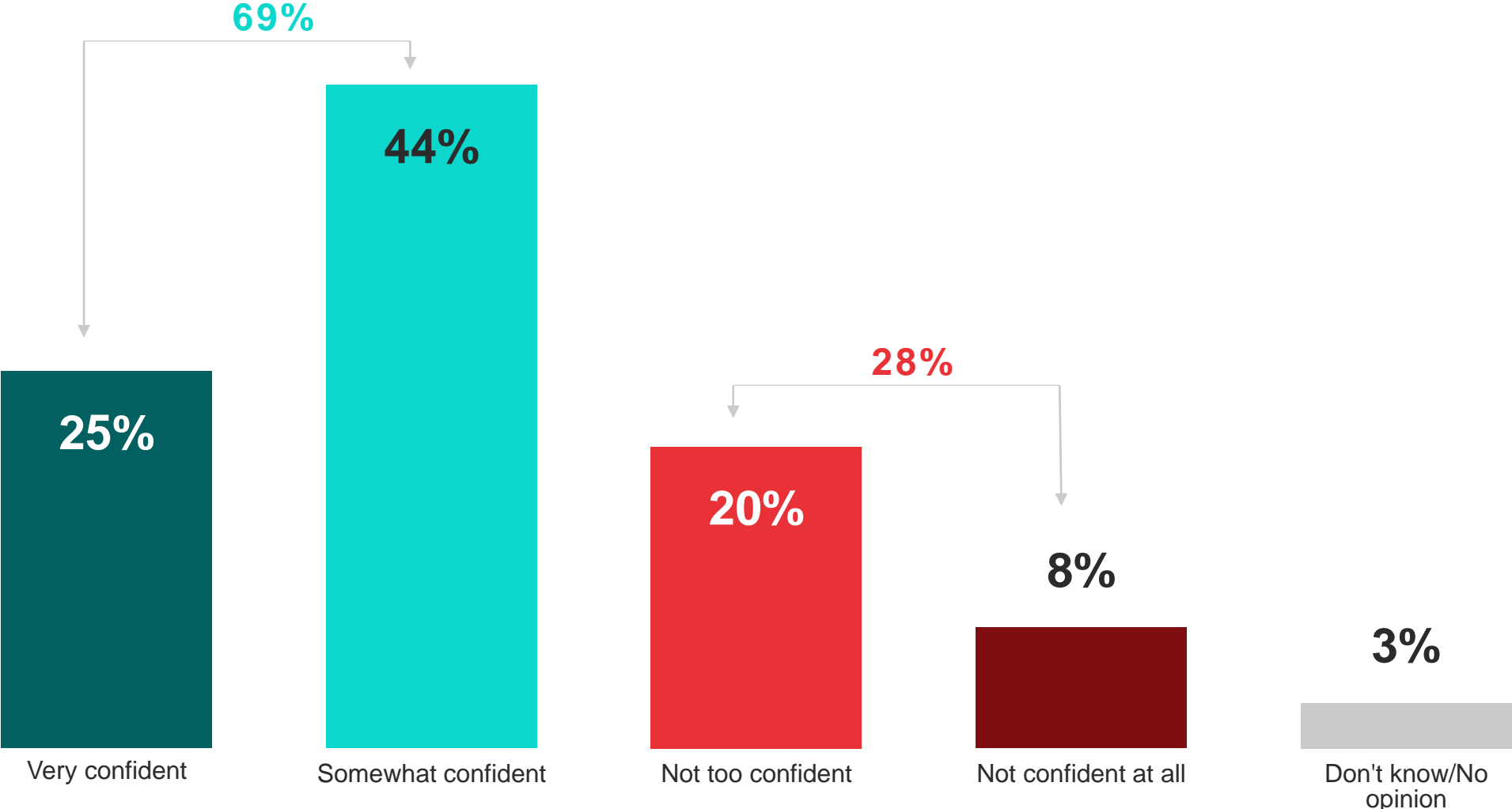
Generally speaking, would you say that things in the state of Texas are going in the right direction or wrong direction?



CONFIDENCE IN TEXAS

7/10 Texas voters (69%) are confident in the strength of the Texas economy.

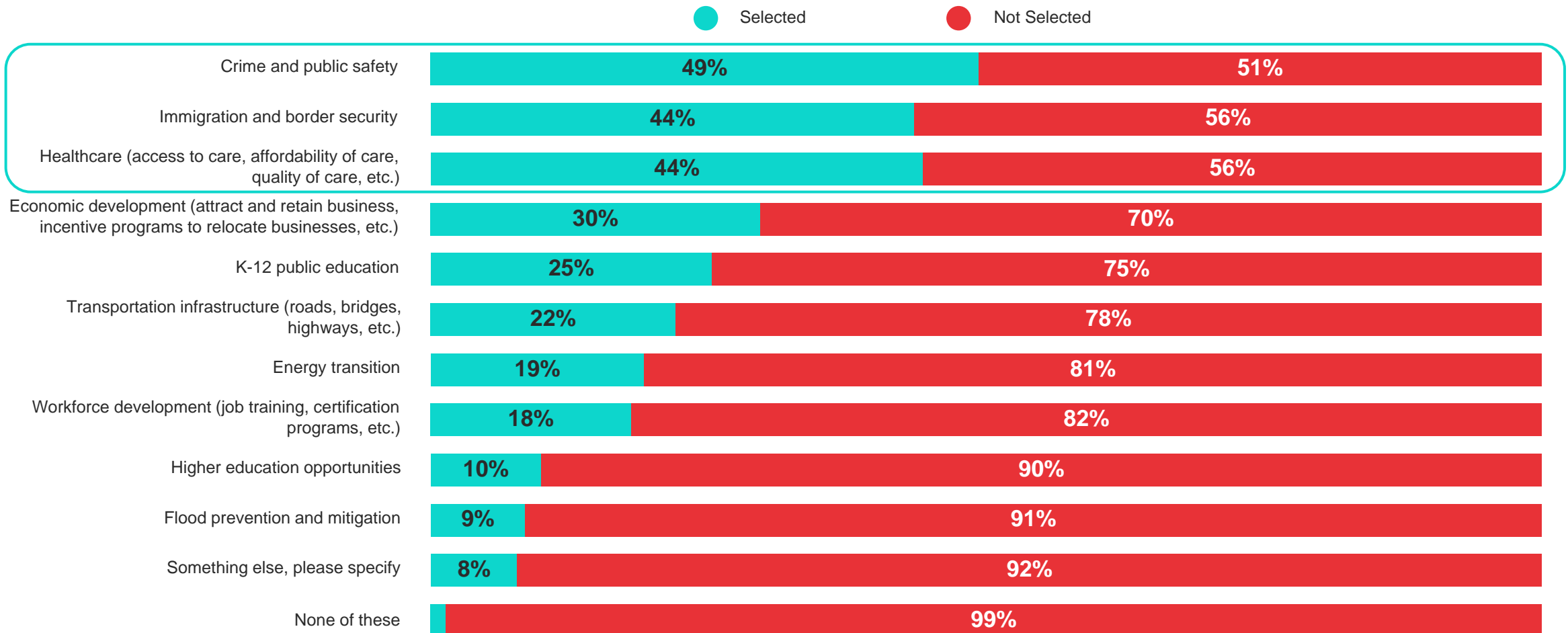
How confident are you, if at all, in the strength of the Texas economy?



CONFIDENCE IN TEXAS

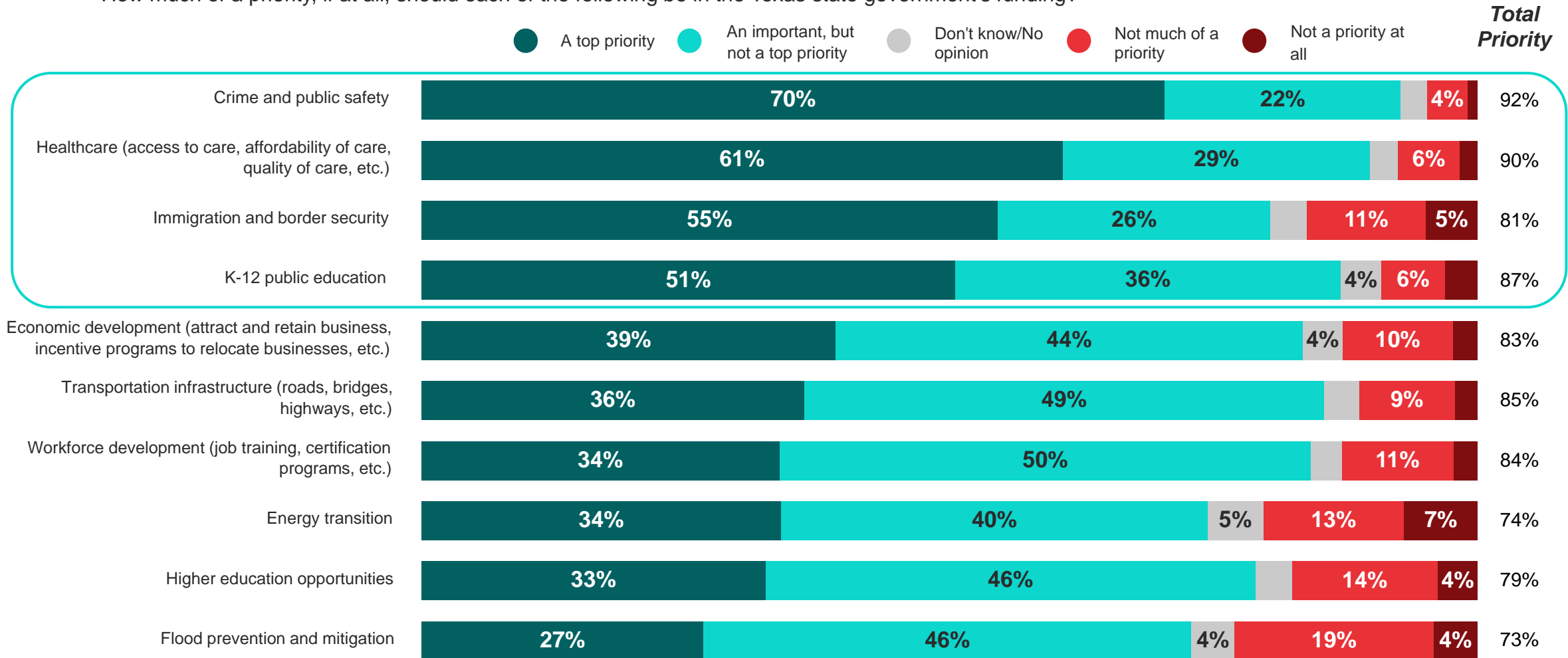
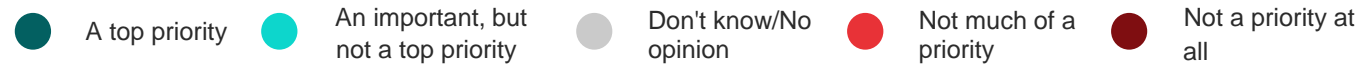
Texas voters cite *crime & public safety* (49%), *healthcare* (44%), and *immigration & border security* (44%) as the top three priorities for the Texas state government.

Which of the following should be the top 3 priorities for the Texas state government (state legislature, governor)? Please select up to three.



At least 1/2 of Texas voters say crime & public safety (70%), healthcare (61%), immigration & border security (55%), and K-12 public education (51%) should be *top priorities* for funding.

How much of a priority, if at all, should each of the following be in the Texas state government's funding?



Total Priority = A top priority + An important, but not a top priority

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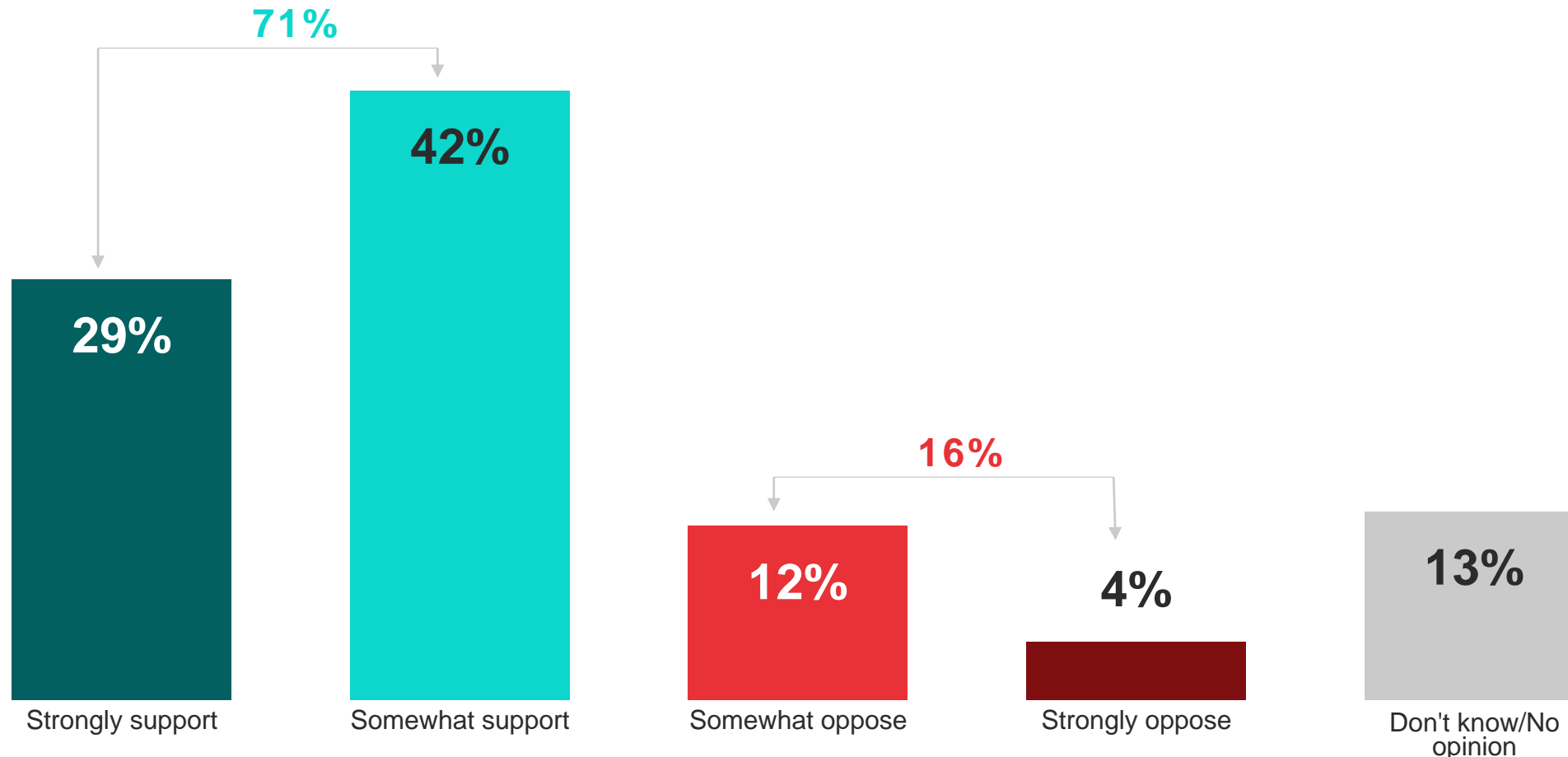
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ECONOMIC DEVELOPMENT PROGRAMS

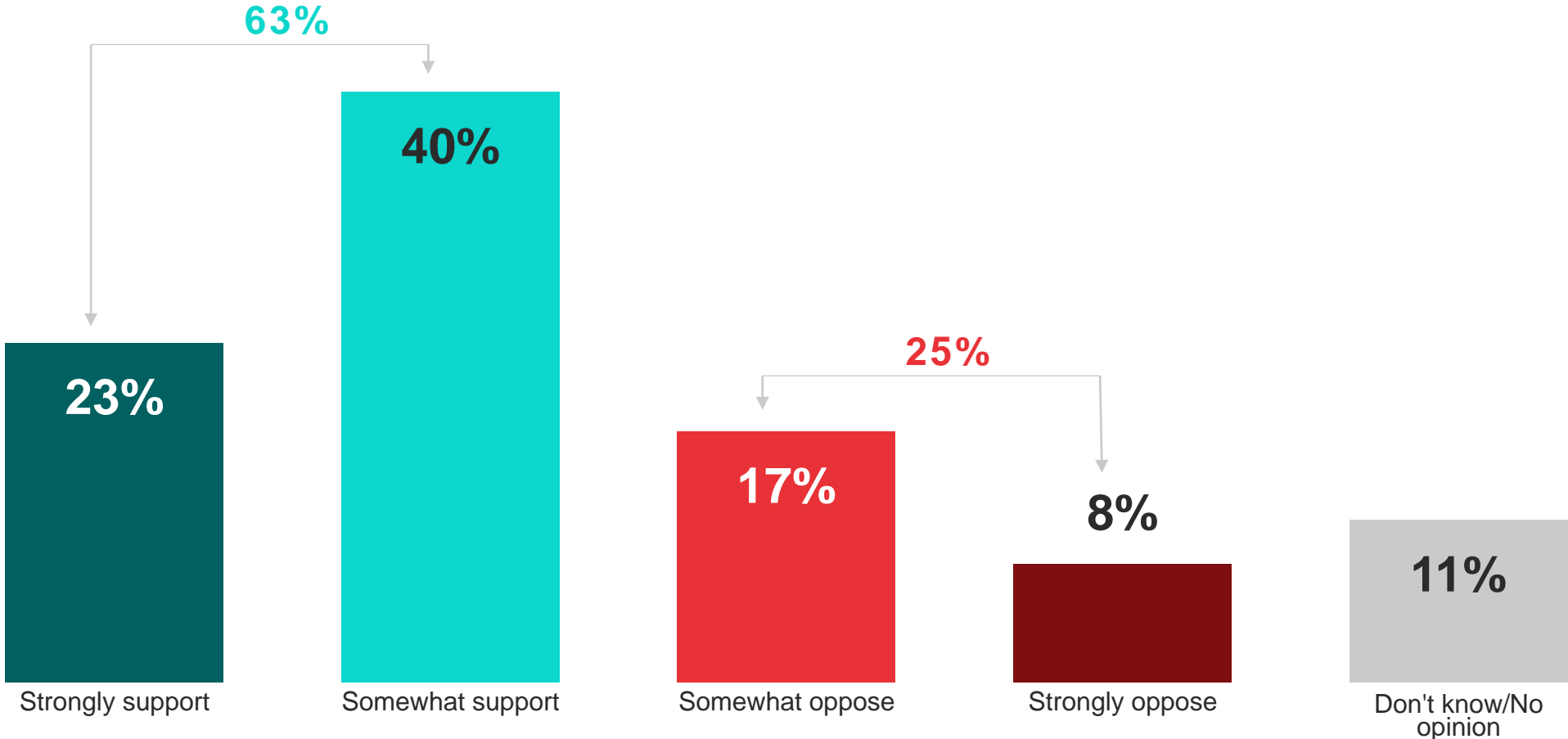
7/10 Texas voters (71%) support the state *utilizing economic development tools* to attract businesses to relocate to Texas.

As you may know, economic development incentives are financial tools or resources used to support the recruitment and retention of businesses. Examples of economic development incentives include property tax abatements, subsidies, tax rebates, tax incentives, etc. Do you support or oppose the state of Texas utilizing economic development tools to attract businesses to relocate to Texas?



More than 3/5 Texas voters (63%) support the state offering *temporary property tax discounts* to companies to incentivize their relocation and expansion in Texas.

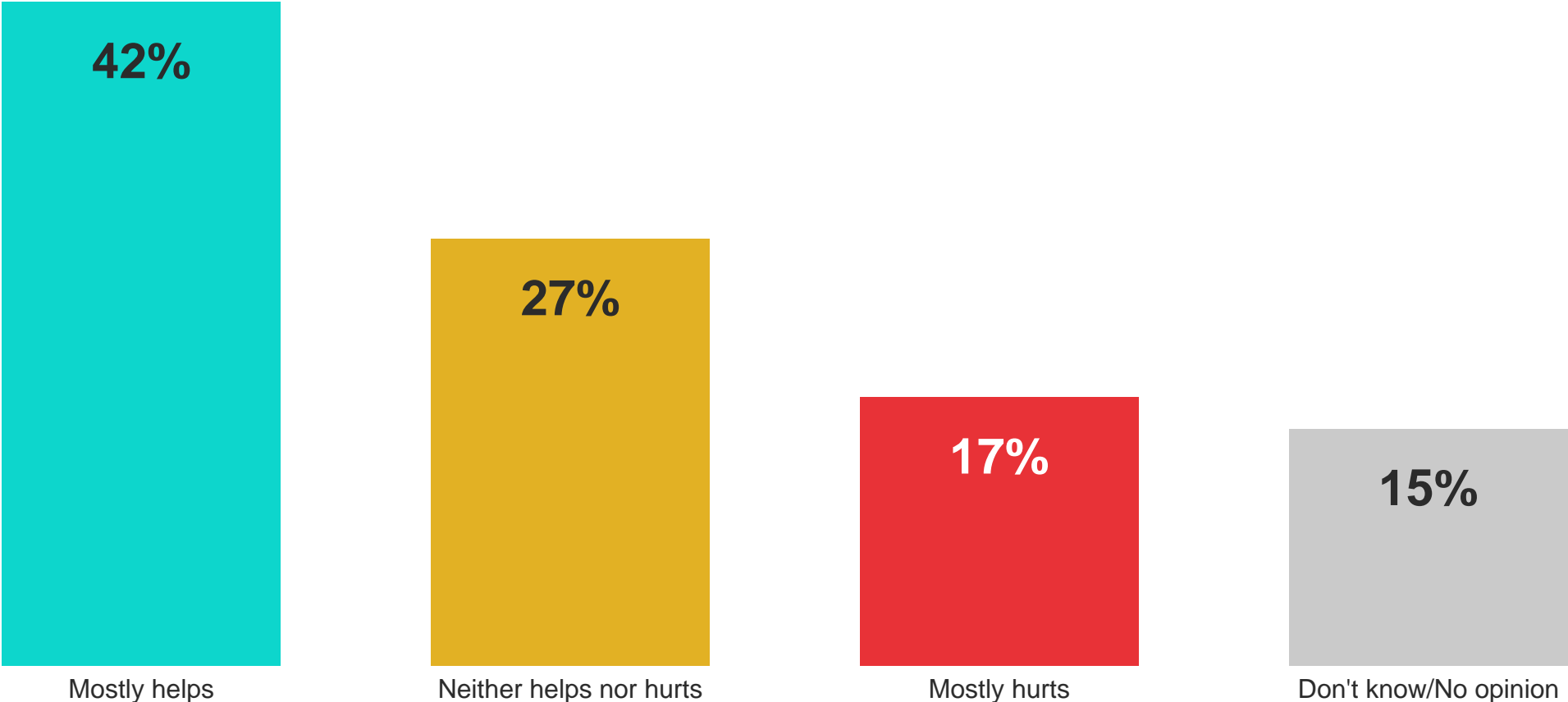
As you may know, the Texas Legislature is considering legislation that would allow companies to qualify for temporary property tax discounts when meeting certain job creation requirements and capital investment thresholds. Do you support or oppose the state of Texas offering temporary property tax discounts to companies to incentivize their relocation and expansion in Texas?



ECONOMIC DEVELOPMENT PROGRAMS

Very few Texas voters believe offering temporary property tax discounts to companies *mostly hurts* (17%) new capital investments in their communities.

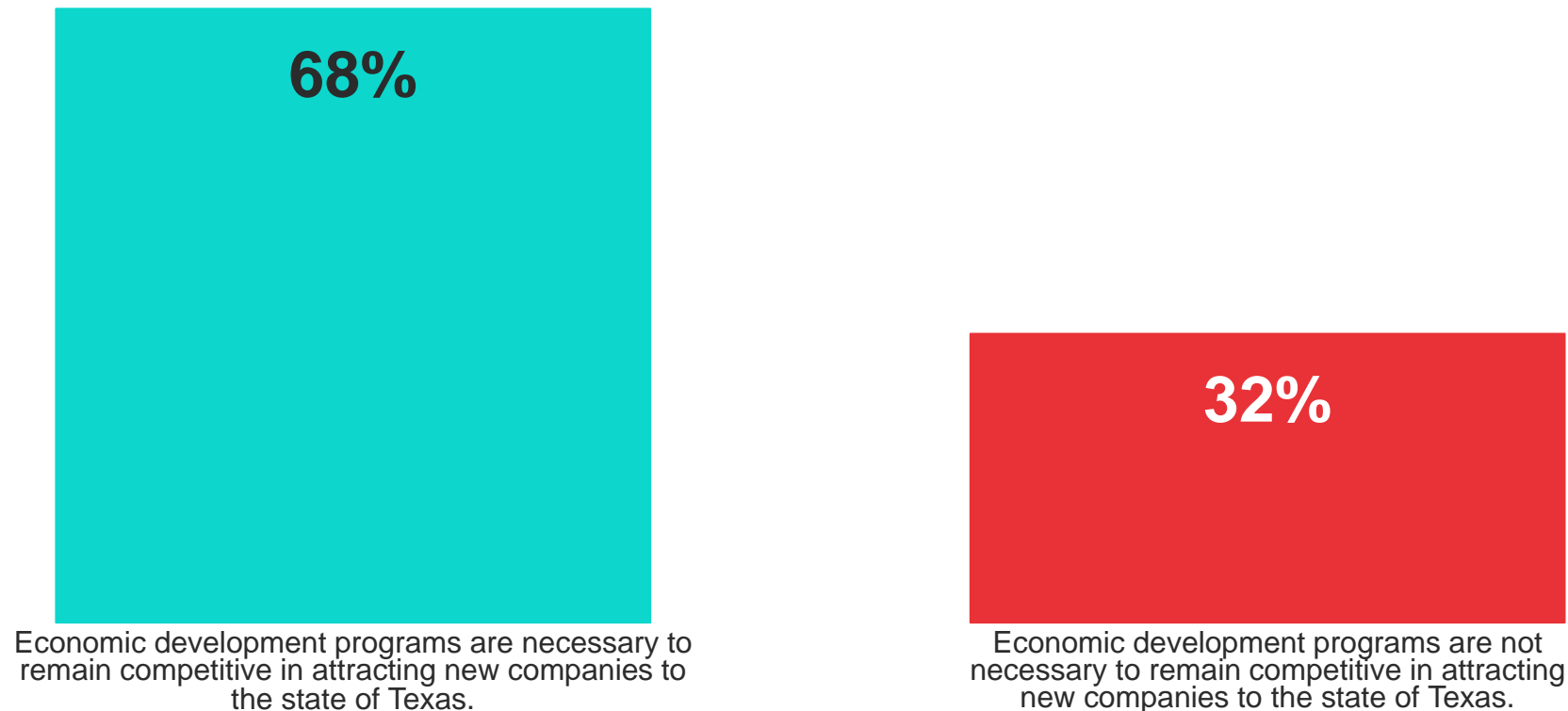
Do you believe offering temporary property tax discounts to companies mostly helps, mostly hurts, or neither helps nor hurts new capital investments in our communities?



ECONOMIC DEVELOPMENT PROGRAMS

2/3 Texas voters (68%) believe economic development programs *are necessary* for Texas to remain competitive in attracting new companies to relocate to the state.

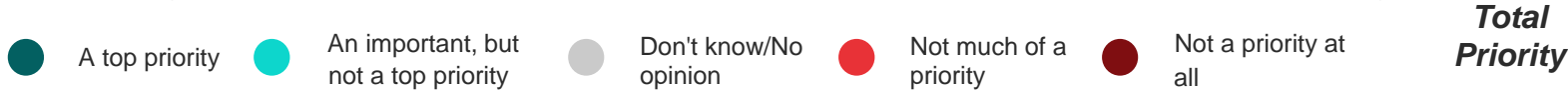
Some say economic development programs are not necessary to remain competitive in attracting new companies to the state of Texas because they are hand-outs to corporations that waste money and don't create jobs that benefit our communities. Others say economic development programs are necessary to remain competitive in attracting new companies to the state of Texas because they incentivize capital investment and create jobs that benefit our communities. Which of the following comes closest to your opinion, even if neither is exactly correct?



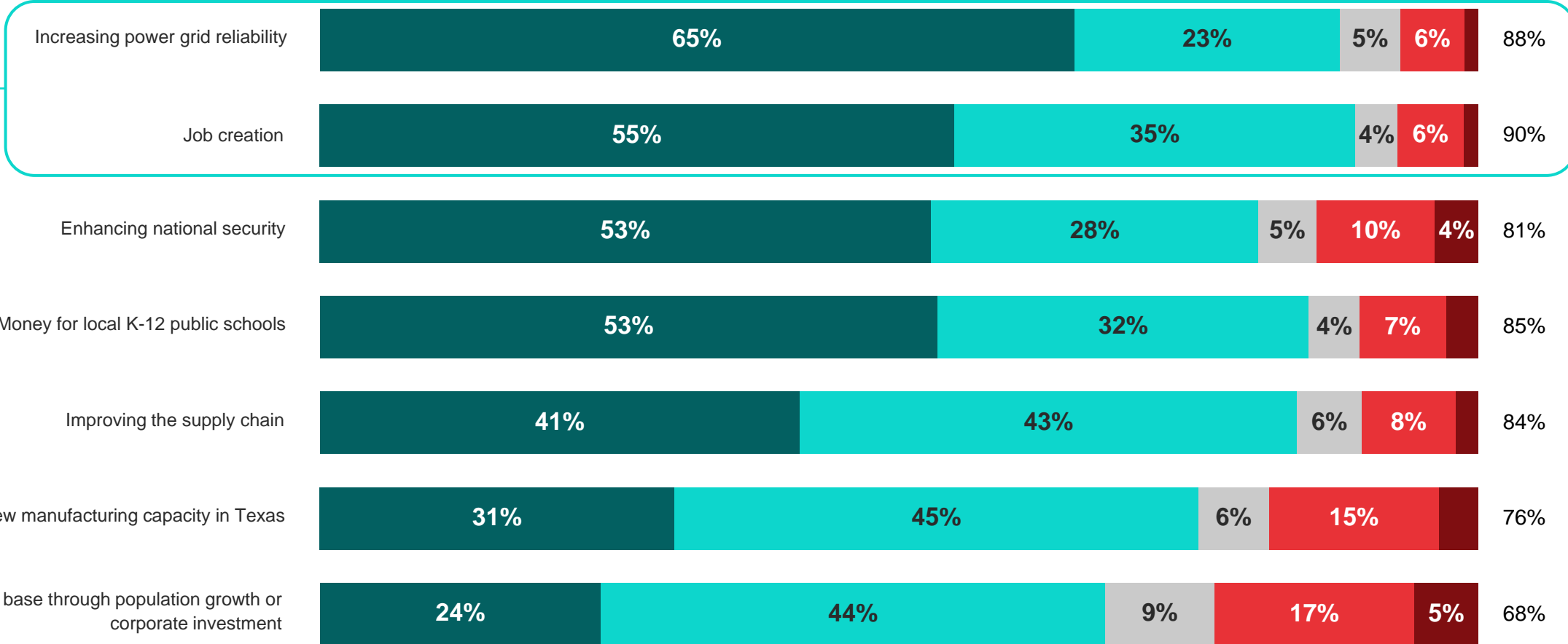
ECONOMIC DEVELOPMENT PROGRAMS

9/10 Texas voters say *job creation* (90%) and *increasing power grid reliability* (88%) should be a priority when thinking about developing a new economic development program in Texas.

When thinking about a new economic development program for the state of Texas, how much of a priority, if at all, should each of the following be?



2/3 of Texas voters (65%) say *increasing power grid reliability* is a top priority, ten percentage points higher (+10) than the next highest-rated top priority.



Total Priority = A top priority + An important, but not a top priority

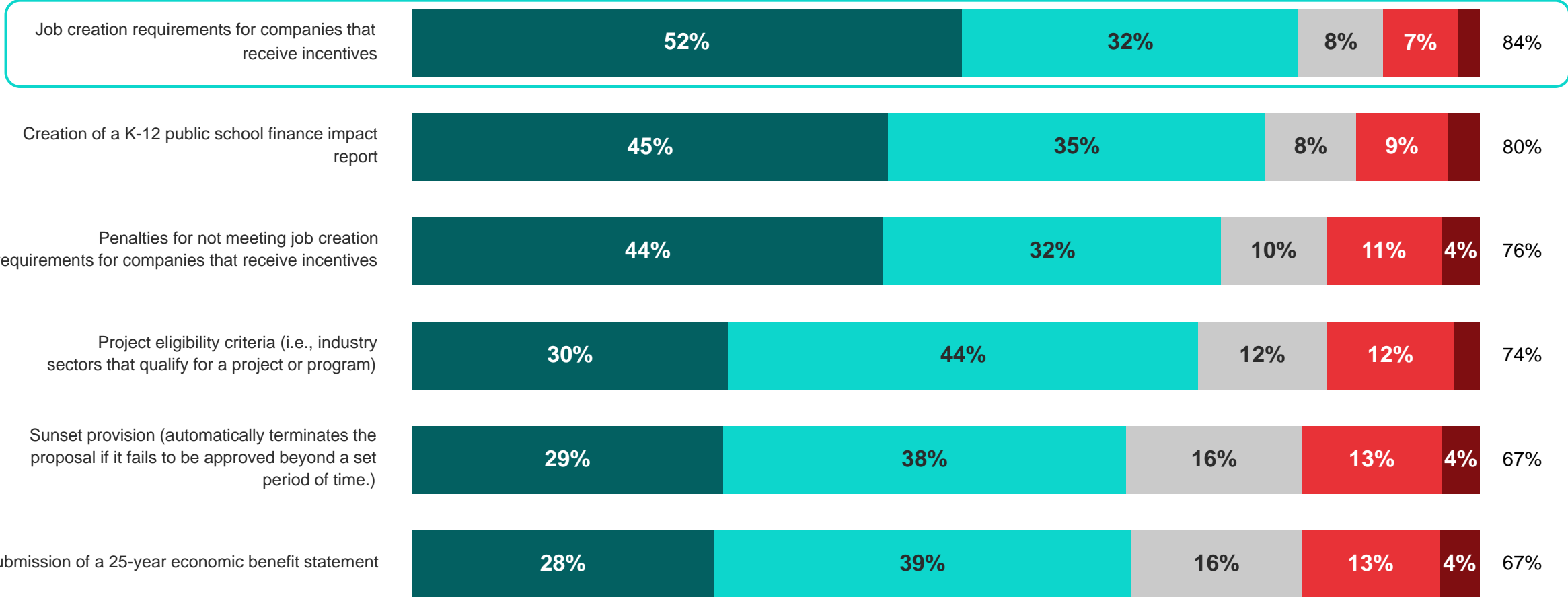
ECONOMIC DEVELOPMENT PROGRAMS

1/2 of Texas voters believe *job creation requirements* (52%) are *very important* when thinking about developing a new economic development program in Texas.

When thinking about a new economic development program for the state of Texas, how important, if at all, are each of the following elements?

● Very important
 ● Somewhat important
 ● Don't know/No opinion
 ● Not too important
 ● Not important at all

Total Important

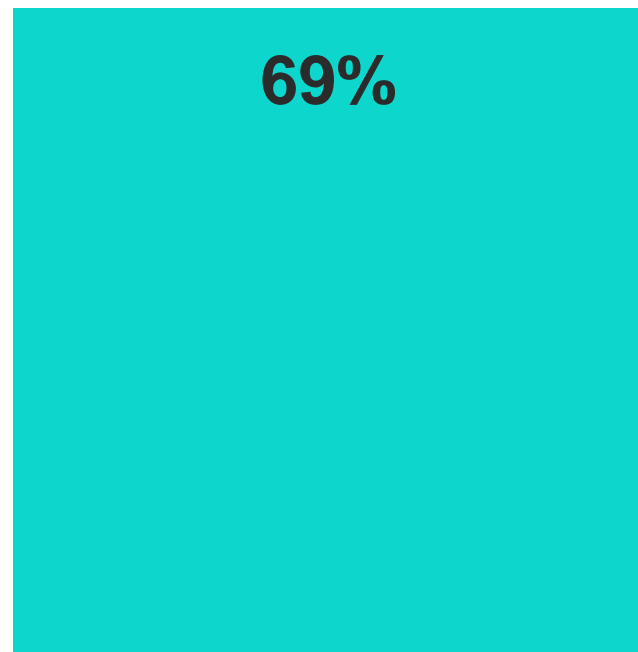


Total Important = Very important + Somewhat important

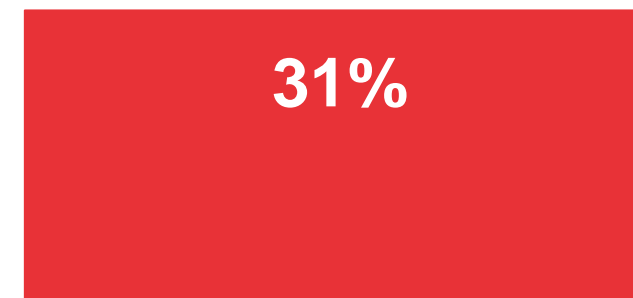
ECONOMIC DEVELOPMENT PROGRAMS

7/10 Texas voters (69%) say a new economic development program in Texas *is an opportunity* to increase the reliability of the Texas power grid.

Some say a new economic development program in the state of Texas is an opportunity to increase the reliability of the Texas power grid because incentivizing additional power generation would positively impact the power market structure in Texas. Others say a new economic development program in the state of Texas is not an opportunity to increase the reliability of the Texas power grid because incentivizing additional power generation would negatively impact the power market structure in Texas. Which of the following comes closest to your opinion, even if neither is exactly correct?



A new economic development program in the state of Texas is an opportunity to increase the reliability of the Texas power grid.

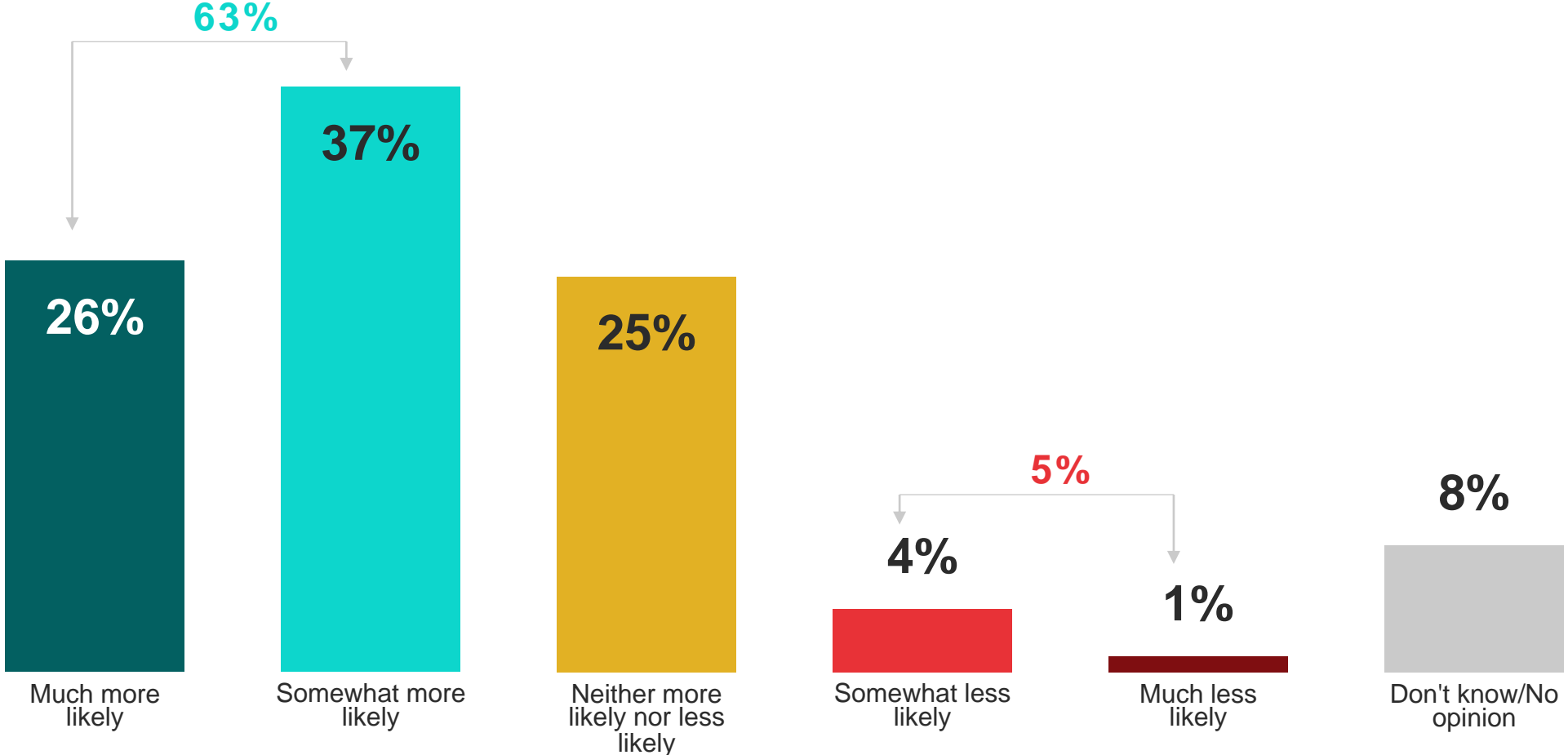


A new economic development program in the state of Texas is not an opportunity to increase the reliability of the Texas power grid.

ECONOMIC DEVELOPMENT PROGRAMS

3/5 Texas voters are *more likely* (63%) to support a new economic development incentive program if a key component was *enhancing the reliability of the state's power grid*.

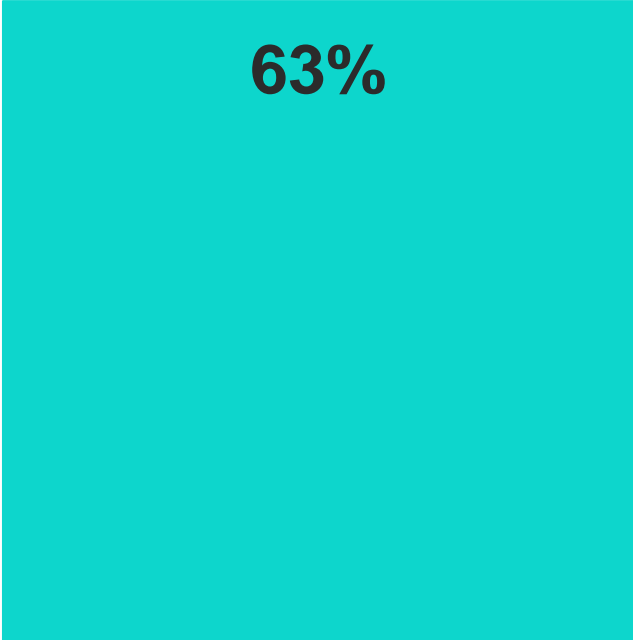
If enhancing the reliability of the state's power grid was a key component of a new economic development incentive program for the state of Texas, would it make you more likely, less likely, or neither more likely nor less likely to support the new program?



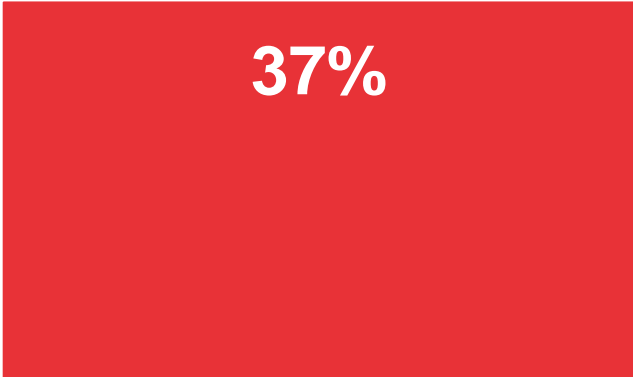
ECONOMIC DEVELOPMENT PROGRAMS

3/5 Texas voters (63%) believe new incentive programs *need to be developed* for Texas to remain competitive.

Some say large capital-intensive projects are coming to Texas regardless of tax incentives, therefore new incentive programs do not need to be developed for the state of Texas to remain competitive. Others say large capital-intensive projects are coming to Texas in part because of tax incentives, therefore new incentive programs need to be developed for the state of Texas to remain competitive. Which of the following comes closest to your opinion, even if neither is exactly correct?



New incentive programs need to be developed for the state of Texas to remain competitive.



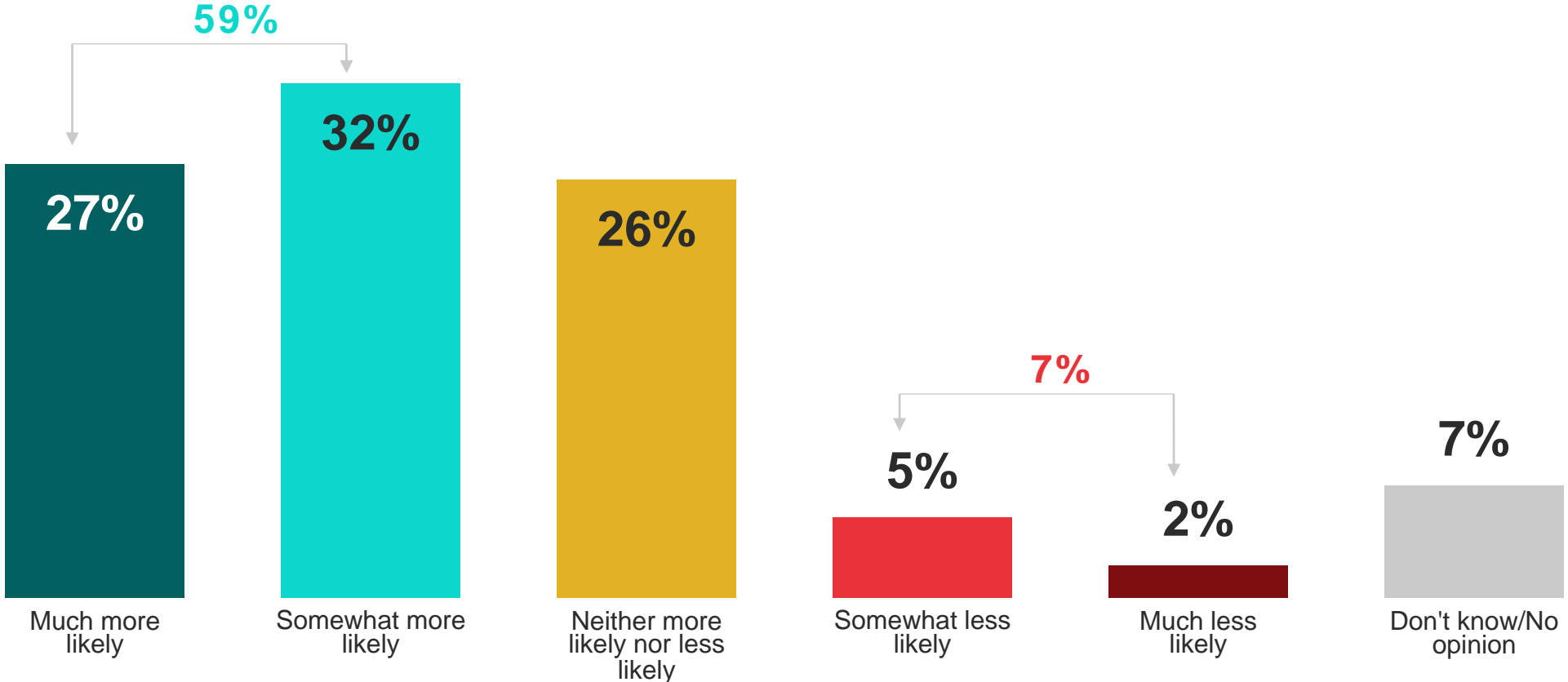
New incentive programs do not need to be developed for the state of Texas to remain competitive.

*Respondents saw viewpoints in rotating order.

ECONOMIC DEVELOPMENT PROGRAMS

3/5 Texas voters are *more likely* (59%) to support the creation of a new economic development program if Texas was *losing major business investments* from corporations to other states.

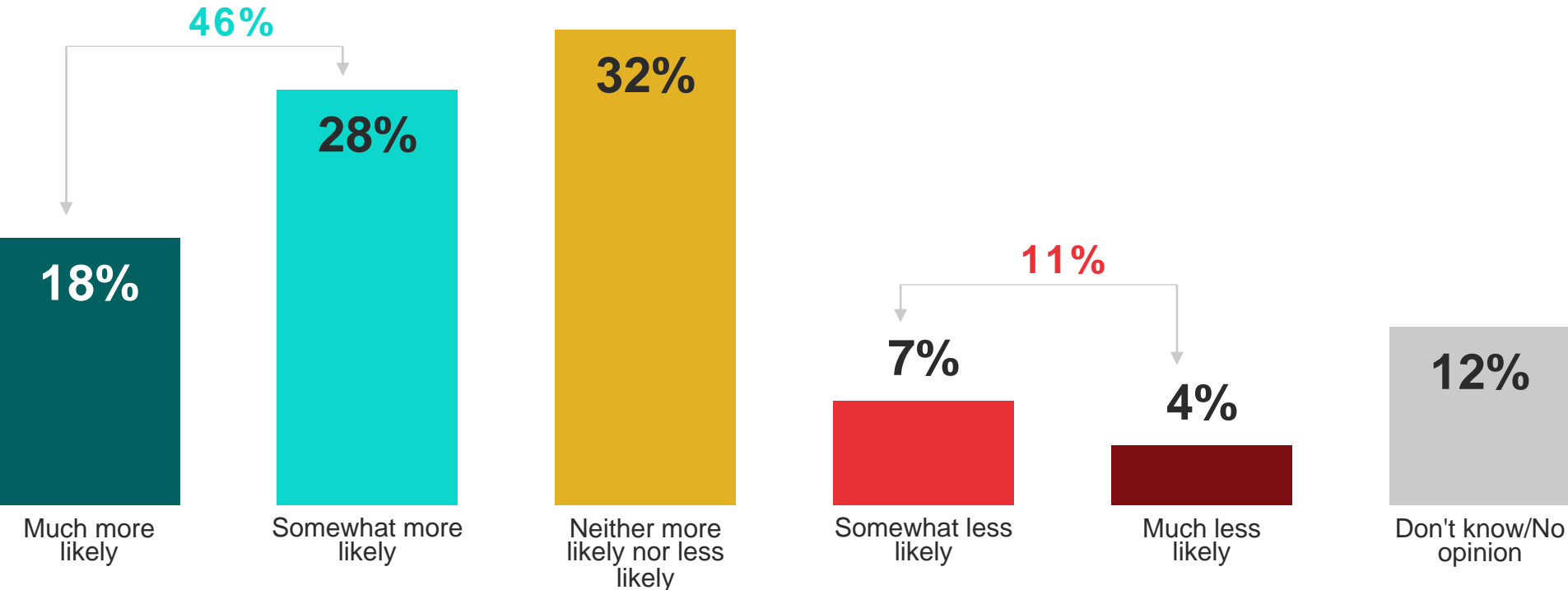
If Texas was losing major business investments from corporations to other states, would you be more likely, less likely, or neither more likely nor less likely to support the development of a new economic development program for the state of Texas?



ECONOMIC DEVELOPMENT PROGRAMS

If a member of the Texas Legislature voted for a new economic development program, most Texas voters would be *more likely* (46%) or *just as likely* (32%) to vote for that candidate.

If a member of the Texas Legislature voted in favor of a new economic development program for the state of Texas, would you be more likely, less likely, or neither more likely nor less likely to vote for that candidate in the next election?



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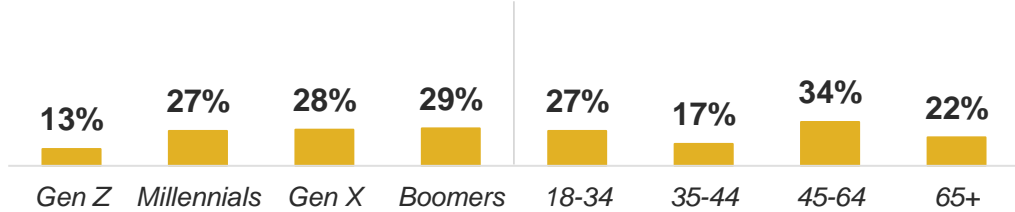
Demographic breakdown of Texas voters.

● Texas Voters

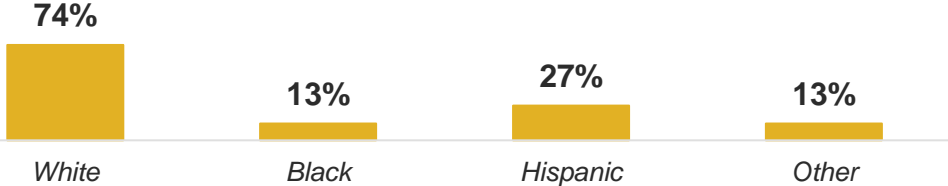
GENDER



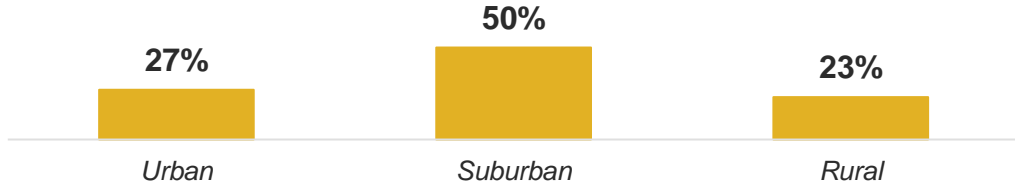
AGE/GENERATION



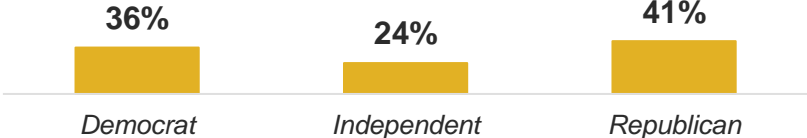
ETHNICITY



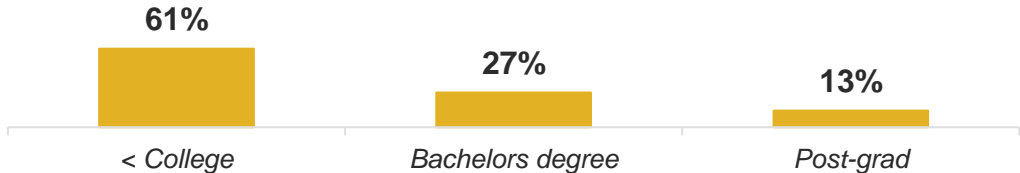
COMMUNITY TYPE



PARTY ID



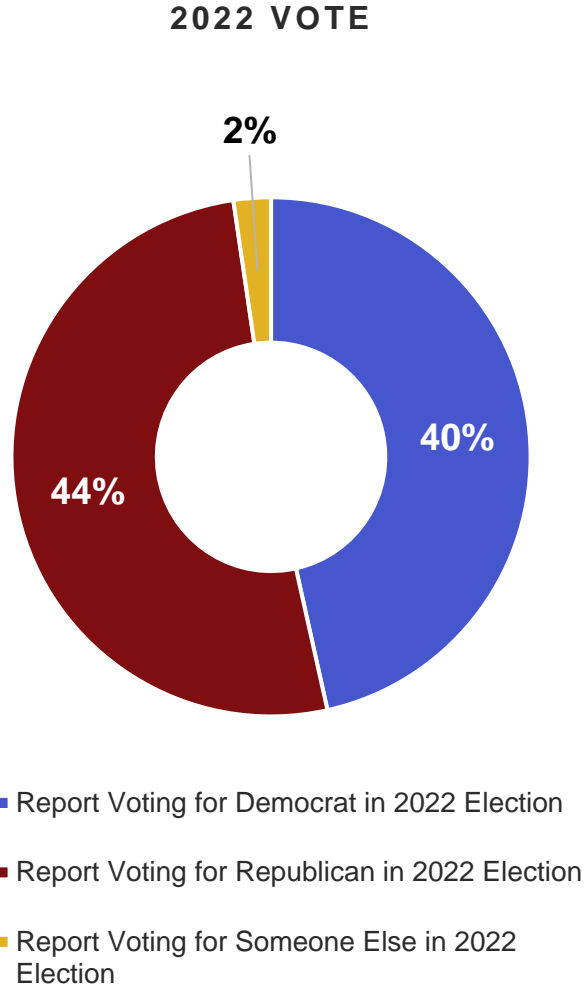
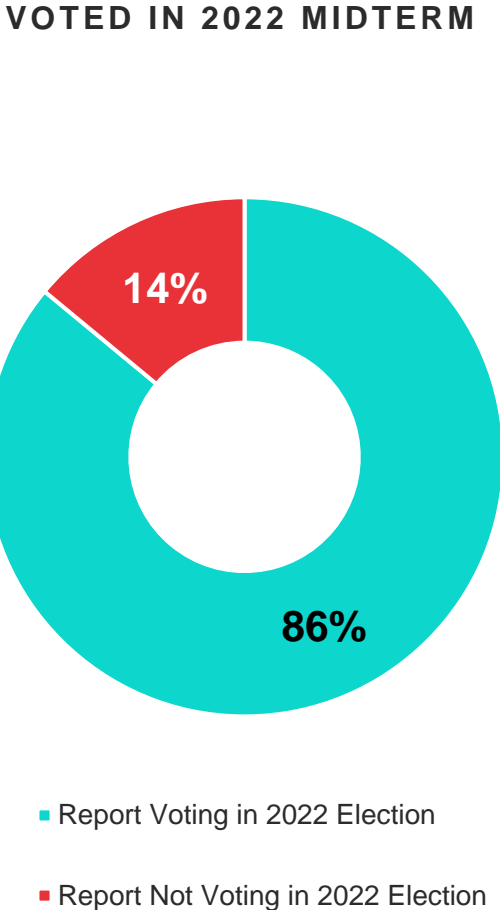
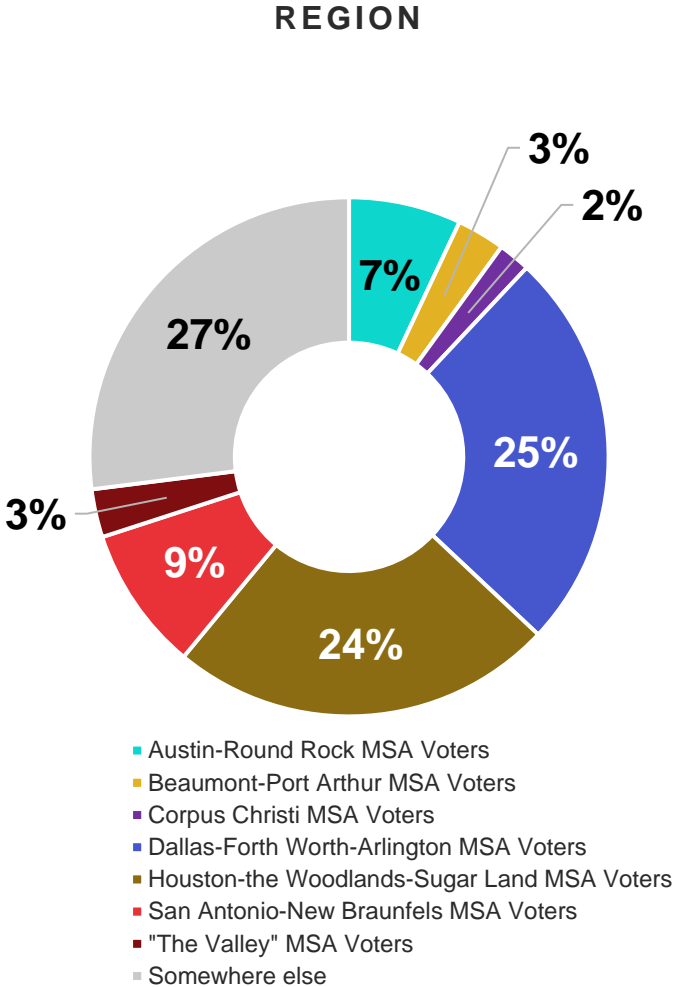
EDUCATION



Percentages calculated as N size out of total respondents (N = 2,003).

APPENDIX

Demographic breakdown of Texas voters.



Percentages calculated as N size out of total respondents (N = 2,003).



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