



To: Interested Parties
From: Texas Latino Conservatives
Re: New Hispanic Realignment Survey Shows Broad Dissatisfaction with
Democrats, GOP Poised to Make Big Gains in November
Date: August 11, 2022

A new survey commissioned by [Texas Latino Conservatives](https://www.texaslatinoconservatives.com) confirms the Republican Party's Hispanic gains from 2020 are continuing into the 2022 election cycle. This latest survey of Hispanic voters offers the clearest evidence that Hispanic communities across Texas are poised to move even further right this November, redrawing the Texas and national political maps.

The Texas Hispanic Realignment Survey, which was conducted by Patrick Ruffini of Echelon Insights, Leslie Sanchez of *Impacto* Group, and V. Lance Tarrance, Jr., built upon a previous postmortem analysis of the 2020 election and Census data that identified three key regions where the Hispanic vote is changing the most: 1) South Texas and the Rio Grande Valley, 2) the outer suburbs of Houston, Dallas, San Antonio, and Austin combined with battleground State House districts in these metros, and 3) exurban areas of major metros (Houston, Dallas, San Antonio) combined with counties showing the highest Hispanic population growth statewide.

Together we surveyed n=1,200 Hispanic registered voters in these three regions in English and Spanish using a mix of live caller telephone and text-to-web interviews, with 400 interviews in each target region, from June 15 to 26, 2022.

Our key findings show a powerful shift in the political winds in 2022:

- **Republicans tied with Democrats across the Hispanic in key regions in the 2022 midterm race.** Across Hispanics in all key regions, Republicans and Democrats tie

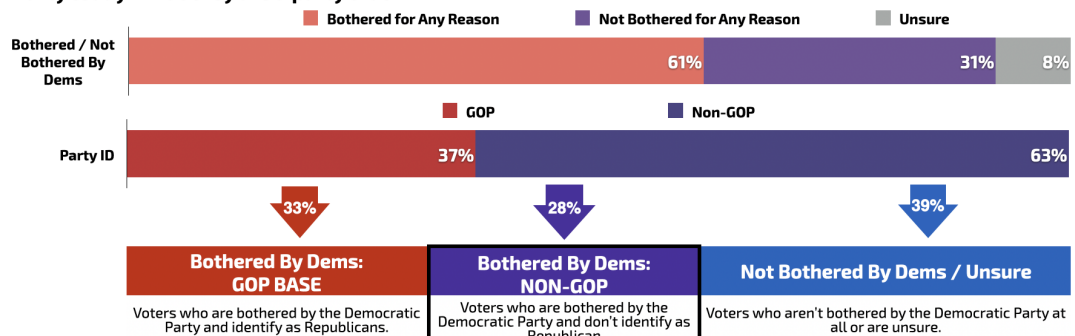
(43-43) on the generic Congressional ballot. Republicans have also overtaken Democrats by 2 points in party identification across all regions. In South Texas & the Rio Grande Valley, home to three highly competitive Congressional races, Democrats hold only a 3 point advantage on the generic Congressional ballot among Hispanics — enough for Republican candidates to win all three seats. Republicans also hold a 2 point advantage for Congress among self-identified working class

- **61 percent are bothered by the current direction of the Democratic Party.**

Hispanics say they are bothered by the Democratic Party because they say the party supports government welfare handouts for people who don't work (18 percent of the total sample), socialism (14 percent), and focuses mainly on race and gender issues (12 percent). The share calling Democrats the party of handouts is highest in South Texas. Further, fully 28 percent of the Hispanic voters surveyed are bothered by the direction of Democratic Party but do not yet consider themselves Republicans yet, fuel for the next wave of Republican Hispanic growth.

The 28% Bothered by Democrats, Who Aren't Yet Republicans Are the Next Wave of Hispanic Realignment

WE ASKED... "I'm now going to read you a list of things some people have said they don't like about today's Democratic Party. Which one of the following things bothers you the most, if any, about the Democratic Party today? That they are a party that..."



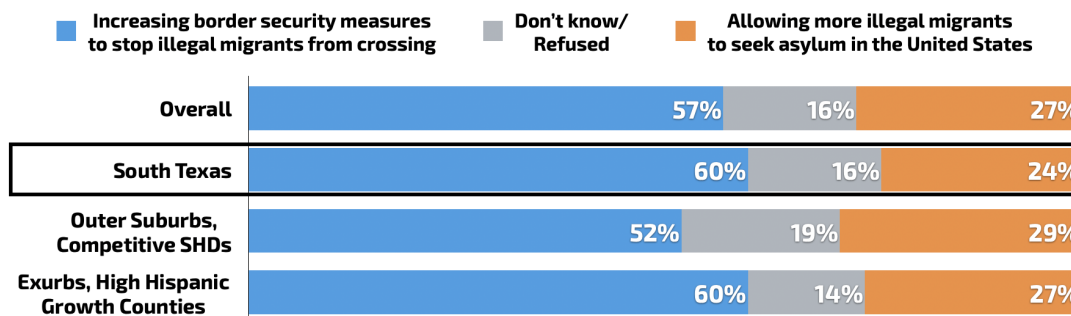
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- **Few are satisfied with the direction of the country, and they blame Biden.** Just 11 percent of Hispanics surveyed are satisfied with the direction of the country and only 40 percent approve of his job performance, to 57 percent who disapprove. Just 9 percent of Hispanic voters in South Texas are satisfied with the country's direction. A 53 percent majority blames Biden for inflation, the same number that blames him for high gas prices.

- Conservative Hispanic values translate to movement towards Republicans.** In a break from a time when solid majorities of Texas Hispanics voted Democrat, Hispanics now believe that Republicans are the party of *their* values and *their* priorities. Republicans hold a 15 point lead over Democrats on being the party most associated with “hard work”, an 8 point lead on supporting small business owners, a 7 point lead on fixing the immigration system, and a 3 point lead on “protecting my way of life.” Hispanics also don’t see themselves as a separate group, but Americans and Texans just like everyone else. These were the top ways those surveyed identified themselves (American, 43 percent; Texan, 23 percent), followed by 21 percent for Hispanic or Latino, 15 percent for Christian, and 13 percent by their ancestry (e.g. Mexican-American).
- Hispanics surveyed favor tougher border security measures.** 57 percent of those surveyed overall are in favor of “increasing border security measures to stop illegal migrants from crossing,” as opposed to 27 percent who say they’d favor “allowing more illegal migrants to seek asylum in the United States.” The margin is strongest, 60-24 percent, in South Texas.

Strongest Backing for Tough Border Security in South Texas

Q. Changing topics slightly, which immediate approach would you prefer to solve the situation along the Southern border?



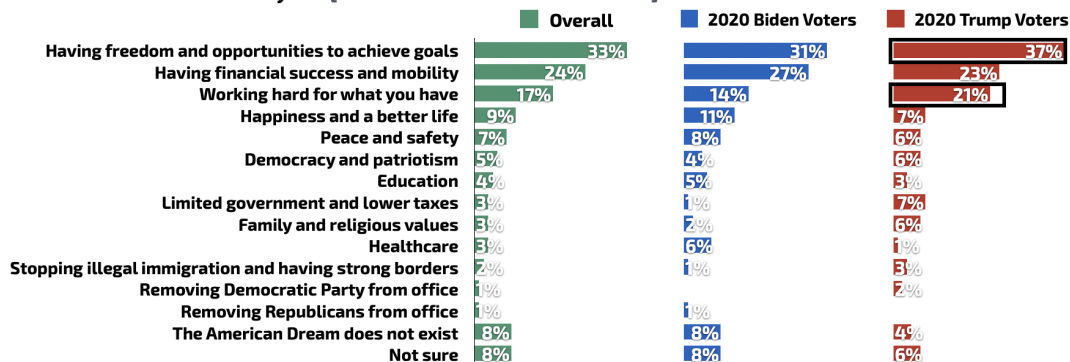
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- Hispanics overwhelmingly support more oil and gas exploration and jobs in Texas.** By a net 40 point margin and 3-to-1 majority, Hispanic voters surveyed say they’d be more likely to support a candidate who supports “drilling for more oil and gas here in Texas.” And they overwhelmingly associate the Republican Party (58 percent) over the Democratic Party (19 percent) with creating oil and gas jobs.

- Texas Hispanics on the American Dream.** We also asked voters in an open-ended way to define what the American Dream meant to them. Freedom, opportunity, and work defines the American Dream for Texas Hispanics who voted for Donald Trump, while mobility and happiness were more central to Joe Biden voters.

Freedom, Opportunity, Work Defines The Dream For Trump Voters; Financial Success/Happiness For Biden Voters

Q. Many people mention wanting to live the American Dream. In your own words, what does the American Dream mean to you? [MANUALLY CODED OPEN ENDS]



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About Texas Latino Conservatives

Texas Latino Conservatives believe that the future of Texas will be more Hispanic, and more conservative. We are building this future by mobilizing Latino voters to elect and re-elect conservative candidates, recruiting, training, and supporting qualified conservative Latino candidates for local, county, regional, state, and statewide office, managing issue-based campaigns designed to connect first with compassion and then mobilize voters, and launch long-term education campaign communicating shared conservative values.

Methodology

N = 1200 Hispanic Registered Voters in Texas were surveyed from June 15-26, 2022, with 56% of respondents sampled via live caller interview and matched to the Texas voter file and 44% of respondents were sampled via text-to-web and matched to the Texas voter file.

Respondents came from three sample groups, each encompassing a different geographic region, including N = 400 interviews in South Texas/the Rio Grande Valley, N = 400 interviews in the outer suburbs plus competitive State House districts, N = 400 interviews in exurban communities and high-growth Hispanic counties.

Each sample group was weighted to population benchmarks for the 2022 Likely Electorate in the sample group's respective region on gender, age, education, party, 2022 turnout score, past primary turnout, geographic subregion, and precinct power score. Precinct Power Score is an index that represents how winnable Hispanic voters are in a specific precinct for Republicans. It considers factors like average income, marital status, age, homeownership, and voter registration growth. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, party, geographic subregion, and past primary turnout were derived from the L2 voter file. Estimates for education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included measures to prevent and remove duplicate responses based on voter file matches.

The margin of error is calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting is +/- 3.1 percentage points.