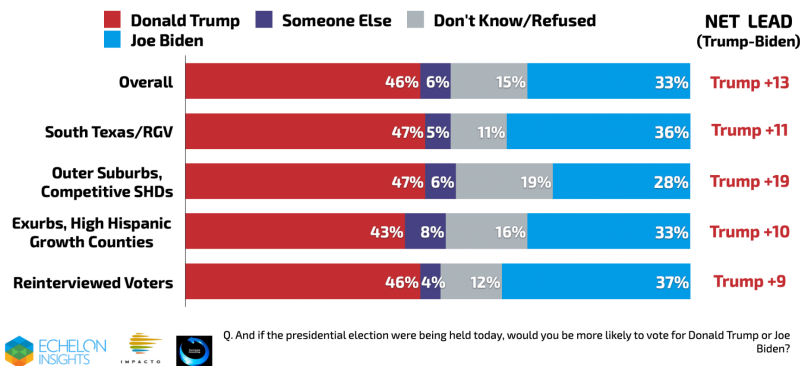




To: Interested Parties
 From: Texas Latino Conservatives
 Re: Kitchen-Table Economics Driving a Conservative Shift Among Latinos
 Date: January 10, 2024

A survey of 700 registered Hispanic voters in key battlegrounds throughout Texas confirms the possibility of a wholesale shift in Hispanic voter allegiances heading into the 2024 election cycle. Republicans lead on the generic Congressional ballot by 9 points in these geographies (46-37), and Donald Trump has a 13 point lead in a rematch with Joe Biden (46-33). While this is not comparable to a statewide survey of Hispanics due to a unique sample design, this represents a 9 point shift from our June 2022 survey, when the generic ballot was tied (43-43).

Trump Holds Early Lead Among Battleground Hispanics



While the survey paints an encouraging picture for the state’s Republicans in 2024, a strong performance hinges on boosting turnout among battleground Hispanics. **While Trump leads among 2022 midterm voters by 4 points, his lead is 25 points among voters who did not vote in the midterm election.** And when it comes to voter mobilization, Republicans still have work to do: **by a 5 point margin, battleground**

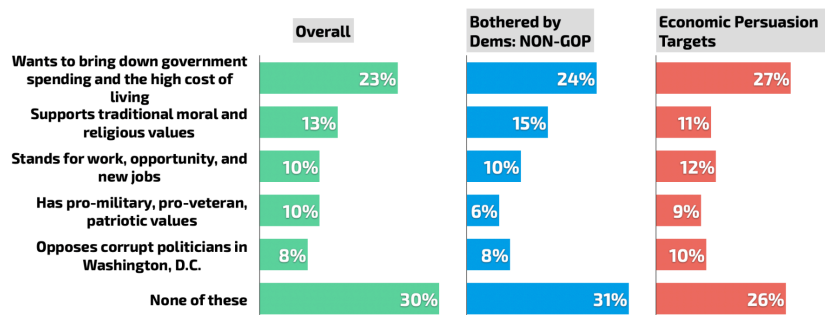
Hispanic voters say Democrats more than Republicans are working hardest to earn the Latino vote, +15 in the Rio Grande Valley.

Kitchen-Table Economic Themes Dominate

Why are Hispanic voters willing to consider a shift to the GOP? Put simply, “It’s the economy, stupid.”

- When asked in an open-ended format what makes them angriest about the state of the country today, **the cost of living led with 29 percent, followed by border security by 20 percent.**
- If a candidate came to their neighborhood to ask for their vote, **55 percent would want them to talk about economic issues like the cost of food and gas,** compared to just 21 percent for social issues like abortion and personal freedoms, and 20 percent for quality of life issues like crime or public education.
- **Republicans lead as the party Hispanic voters most associate with delivering economic results,** including a lead over the Democrats of...
 - 68 to 12 percent on **preserving oil and gas jobs.**
 - 46 to 26 percent on **bringing down the cost of food and gas.**
 - 45 to 27 percent on recognizing the value of **hard work.**
- **When asked what they like about today’s Republican Party, far and away the #1 answer was the belief that the GOP “wants to bring government spending and the high cost of living” (23%),** almost double the second-ranked response (“supports traditional moral and religious values” at 13%). 70% of those surveyed has a positive association for the party.

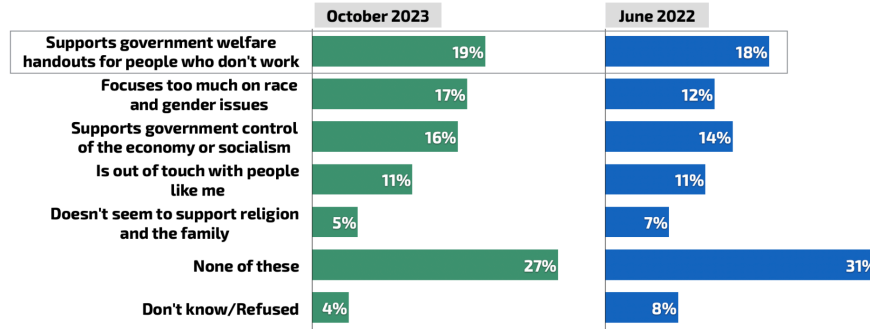
Bringing Down Costs is #1 Thing Voters Like About GOP



Q. I'm now going to read you a list of things some people have said they LIKE about today's Republican Party. Which one of the following do you like most, if any, about the Republican Party today? That they are a party that... [NOT SHOWING DON'T KNOW/REFUSED]

- “Supporting government welfare handouts for people who don’t work” was the #1 mentioned dislike of the Democratic Party, consistent with our results from 2022. The least mentioned response in both years was that the party “doesn’t seem to support religion and the family.”

As in 2022, Welfare/Handouts Narrowly Leads as Battleground Hispanics' #1 Criticism of the Democratic Party

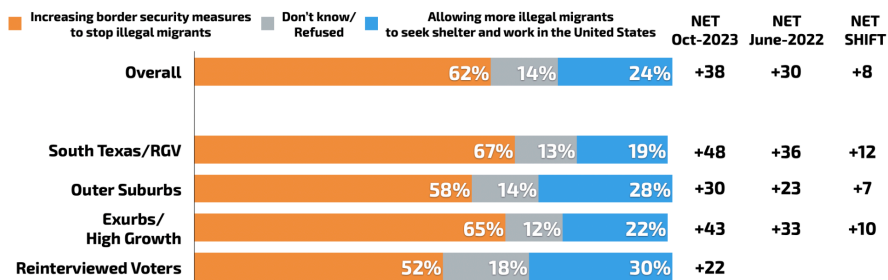


Q. I'm now going to read you a list of things some people have said they don't like about today's Democratic Party. Which one of the following things bothers you the most, if any, about the Democratic Party today?
 Note: some options were differently worded in 2022. These were - Focuses mainly on race and gender issues, Supports socialism, Doesn't support religion and the traditional family.

Battleground Hispanics Want Action on Border Security

- By a 62 to 24 percent margin, battleground Hispanics preferred an approach of “increasing border security to stop illegal migrants” vs. “allowing more illegal migrants to seek shelter and work in the United States.” This +38 result was a net 8 point shift from the +30 margin for this position in 2022. Support for stronger border security was greatest in the RGV & South Texas, closest to the border, at a 67-19 margin.

By Nearly a 3 to 1 Margin, Hispanics Back Tough Border Security; More in South Texas, and an Overall Net +8 Shift Since 2022



Q. Changing topics slightly, which immediate approach would you prefer to solve the situation along the Southern border?
 Note: 2022 Survey options worded as: (1) Increasing border security measures to stop illegal migrants from crossing (2) Allowing more illegal migrants to seek asylum in the United States

Advantage Goes to Candidate Who Can Own Economy, Border, and Crime Issues

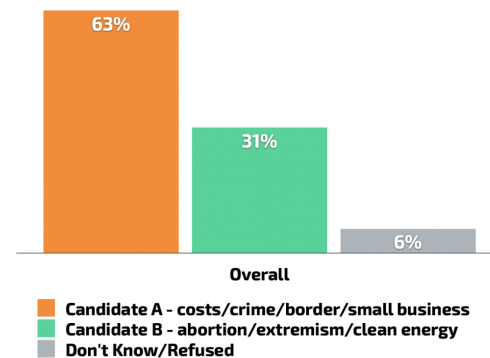
- Leaving aside partisan labels, battleground Texas Hispanics were presented with a hypothetical matchup between two candidates running on competing platforms. **By a 2-to-1 margin, 63 to 31, Hispanics preferred the candidate “whose top priorities were to bring down the cost of food and gas, fight violent crime, secure the border, and grow the economy by supporting small business” vs. a candidate whose “top priorities are to protect abortion rights, fight against right-wing extremism and threats to democracy, and grow the economy by investing in clean energy.”** A laser-focus on these kitchen-table priorities leaves plenty of upside for a candidate who can credibly own those issues.

A Candidate Who Can Corner the Debate on Inflation, Crime, & Border Security Leads One Focused on Progressive Issues by 2-to-1

Suppose you had to make a choice between the following two candidates: [ROTATE ORDER]

Candidate [ROTATE B/A]'s top priorities are to bring down the cost of food and gas, fight violent crime, secure the border, and grow the economy by supporting small business.

Candidate [ROTATE B/A]'s top priorities are to protect abortion rights, fight against right-wing extremism and threats to democracy, and grow the economy by investing in clean energy.



About the Survey

The Hispanic Messaging Effectiveness Survey, was conducted in October 2023 by Patrick Ruffini of Echelon Insights, Leslie Sanchez of *Impacto* Group, and V. Lance Tarrance, Jr., building upon the Hispanic Realignment Survey conducted in June 2022. Both surveys were conducted in 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 700 Hispanic registered voters, with 200 interviews in each of three regions, and 100 voters re-interviews from the initial study. Interviews were conducted in English and Spanish using a mix of live caller telephone and text-to-web interviews, sampled from the L2 voter file, from October 2 to 8, 2023. The margin of error was +/- 4.3 percentage points.

About Texas Latino Conservatives

Texas Latino Conservatives believes 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.