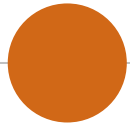


# Traversing Texas

A Look into What Gives in the Longhorn State (Dec 2021)



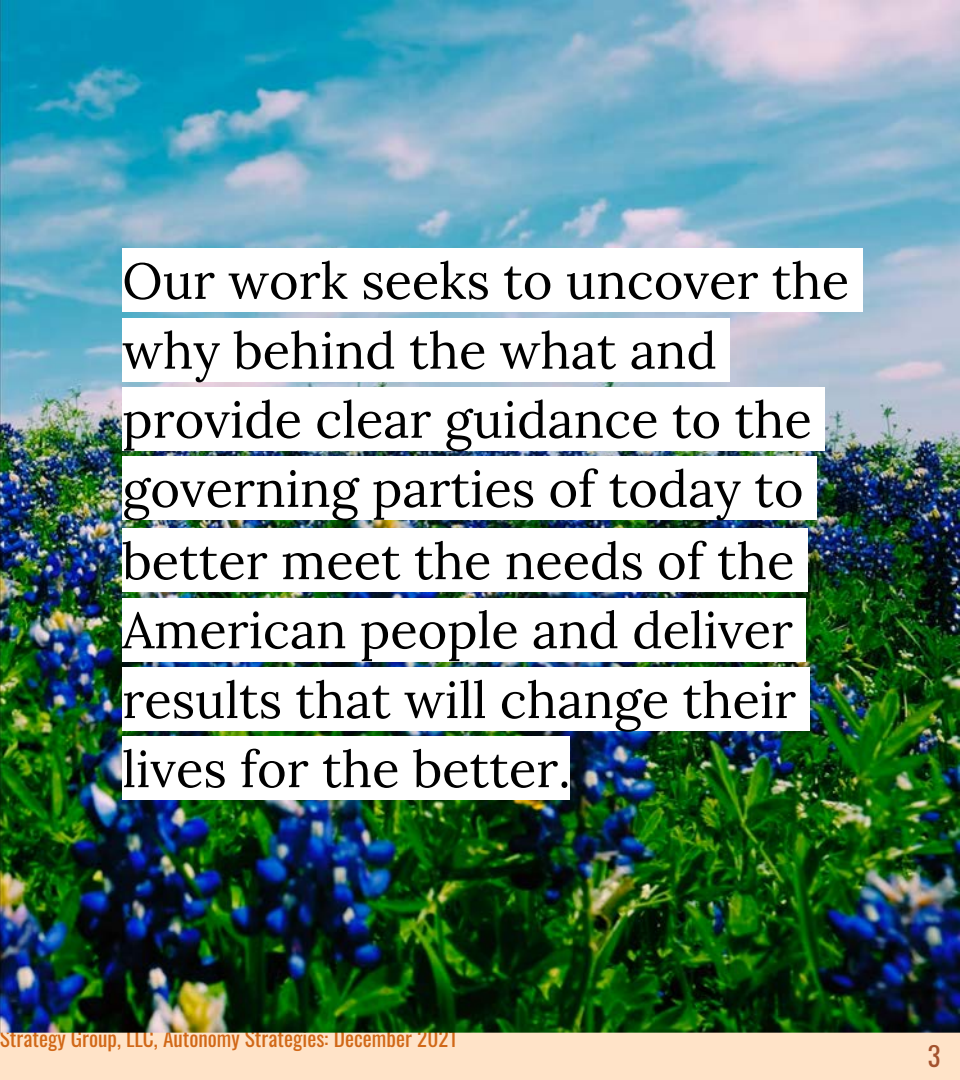
# SUMMARY



- 1 Multiracial voters, even in the Dem base, don't feel valued by their government and don't feel the positive impact of the Biden Administration in their lives.** The concrete benefits of the Biden economy, American Rescue Plan and the Infrastructure bill should be played on a broken record across Texas.
- 2 Voters feel that Gov. Abbott overstepped by passing “reckless” laws** like permitless open carry, the anti-abortion law and the prohibition of mask mandates. Freedom and safety were huge themes in what voters care about, from the desire to legalize marijuana to concerns about school shootings.
- 3 Democrats need to be prepared to speak to the issue of safe communities with these voters (which includes crime, COVID, school shootings).** Views on crime were mixed – many participants felt safe in their communities but thought crime was bad elsewhere, while others (AAPI, Suburban Latino, Suburban Black) did not feel safe in their communities.
- 4 Voters were dismayed by the increased cost of living – especially housing and healthcare – and failing of infrastructure, particularly the electrical grid and education system.** Increasing funding for schools was a runaway winner in an exercise that enabled voters to design their own state budget. Texas energy politics are challenging, but Dems have an opportunity to lead on the build out of sustainable energy infrastructure, which appealed to these voters, especially young voters.
- 5 For voters living around the border, anxiety still looms large, and they are looking for leaders to embrace some kind of immigration reform.** Many voters empathized with immigrants and people crossing the border, while many, especially Latino voters in border areas, felt that this had led to “chaos,” and wanted clearly established rules and more order.

Understanding the critical nature of the upcoming midterms and 2024, Future Majority and Way to Win joined forces to uncover a deeper understanding of what's going on below the surface in Texas to find out how Texans think, what they want, and how Democrats can meet voters where they're at.

In this study, we explored how a diverse group of key voters across the state generally perceive the federal, state and local levels of government, how they are looking into the future, why they vote as they do, what matters to them, and how they think about issues that count. What follows is a revealing look into what drives the Longhorn state.

A vibrant field of bluebonnets in full bloom, with green foliage and small white flowers interspersed among the blue blossoms. The background is a clear blue sky with scattered white clouds.

Our work seeks to uncover the why behind the what and provide clear guidance to the governing parties of today to better meet the needs of the American people and deliver results that will change their lives for the better.



## THE RESEARCH APPROACH

We used an online ethnographic approach in this research, prompting participants over a series of days to answer questions online through open text responses and metaphorical image gathering, with songs, creative exercises, and more in order to gain a comprehensive understanding of how people truly think and feel.

This approach, using metaphor as well as a variety of sensory exercises, was designed around the way that people think and the way thought is structured, leveraging best practices from the world of psychology and neuroscience in order to give participants the time and the space to share what matters most to them in an unfiltered manner.



# The Participants

**Who:** We worked with **n=80 voters** who self-identified as holding very liberal to moderately conservative views, including mostly Biden voters. There were some Trump voters, who expressed interest in voting in the midterms and a willingness to vote for Democrats. Both people born in Texas and newer residents were represented in our sample.

## Our voters included:

- **Border Voters** - Voters from the Border counties of Texas
- **Non-College POC** - Non-College voters of Color (AAPI/Latinos/Black)
- **Non-College White** - White Non-College Voters
- **Youth Vote** - 18-29 year old voters across Texas
- **Suburban AAPI** - AAPI suburban voters across Texas
- **Suburban Black** - Black suburban voters across Texas
- **Suburban Latinos** - Latino/a suburban voters across Texas
- **Suburban White** - White suburban voters across Texas

**Where:** ...and were a representative sample across measures of income, education, location, and gender.

All imagery that follows, unless otherwise indicated, was provided by the research subjects.



# TABLE OF CONTENTS

## 1. Our Texas Voters 7-20

What They Value, How They Think About Voting & the Future

Voter Profiles..... 8-15

Texas Temperature..... 16

Perception of Dems & Reps..... 17-20

## 2. The Journey from 2020 21-42

What They Were Escaping, What They See Happening Now, What They're Still Hoping For

The 2020 Election:  
Biden-Harris vs. Trump-Pence...22

The Election and Biden  
Victory... 23-28

What People Think of the  
Biden-Harris Administration.....29-33

Impact of the Biden Admin on  
Voters (for Better, for Worse).....34-42

## 3. The Federal Government 43-53

Reality vs. Ideal, Spending, Role,  
Who it Serves, What Texans Want  
it to Stay out of

## 4. Texas Government Representatives 54-65

Governor Greg Abbott.....55-59

Senator Ted Cruz.....60-65

## 5. The Story of 2022+ 66-75

What Texans are Thinking About  
Now, What We Can Expect into the  
Future, A Peek into Texans' Minds  
About the Races for Governor and  
Senate.

Voter Thoughts Heading into  
2022.....67-68

Beto O'Rourke.....69-72

Texas' Ideal  
Leader..... 73

Who Texans Want to Run..... 74-75

## 6. What is Texas Really? 76-87

What Texas is like &  
What Texans Want

What is Texas,  
Really..... 77

What Texans  
Want..... 78-81

*The Magic Wand – Healthcare and  
Affordable Living in TX*

What Texans ..... 82-87

## 7. Hot Topics: 88-141

Parent Rights and Education, Jobs & The  
Economy, Immigration, Legislation in the  
News, The Pandemic, The Extreme Weather  
Event of 2021, Race and Racism, Healthcare,  
Abortion, Crime

Parental Rights and Education.....89-93

Let's Talk Money – Work, Jobs & The  
Economy.....94-104

Immigration..... 105-113

Legislation in the News.....114-120

The Pandemic.....121-122

Extreme Weather Event of 2021..... 123-125

Race &  
Racism..... 126-130

Healthcare .....131-135

Abortion.....136-137

Crime..... 138-141

## 8. Appendix 143-152

Texas Concept Testing..... 144-149

Voting for the Opposing Party.....150

The Texas Playlist: Songs to Represent  
Ideal

1

# Our Texas Voters

What they value and how they think about voting and the future.



# BORDER

## VALUES

For our Border folks, it's all about order – keeping things safe, tidy, and within the rules. These voters deeply care about providing for their family and keeping them safe. They are VERY patriotic.

## FEARS/CONCERNS

- ★ Outside forces ruining their plans, whether it's a health crisis, an economic crash, a big storm, or crime.
- ★ Unemployment

## FUTURE DREAMS

- ★ Financial freedom & stability – Great jobs for all and affordable living
- ★ Healthy families and clean air and water for them
- ★ American prosperity to show the world we're tops



HOW OUR SEGMENTS DIFFER





# YOUNG VOTERS



## VALUES

Our young voters have big dreams they want to achieve. Living the hustle life, these voters value family and taking care of themselves, achievement and financial success. They're well aware of a lack of investment in themselves and America's future, and more than anything, want a country that invests in them.

## FEARS/CONCERNS

- ★ Climate Change (Wildfires, Corporate pollution)
- ★ An unfair justice system and racism/injustice
- ★ US being a target because of its success

## FUTURE DREAMS

- ★ A clean & healthy planet
- ★ Equality & everyone working together
- ★ Excellent education & opportunities

HOW OUR SEGMENTS DIFFER



# NON-COLLEGE POC

## VALUES

For these voters, stability and health were incredibly important. These voters value being able to provide for their families, so cost of living is a top concern. They also strongly value safety and freedom.

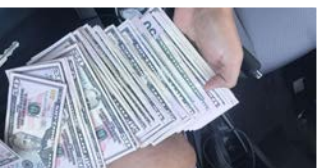
## FEARS/CONCERNS

- ★ Lawlessness and crime
- ★ Losing the ability to keep up with the bills
- ★ Environment, pollution, and climate change
- ★ Racism

## FUTURE DREAMS

- ★ Clean air, clean cities/slowing climate change
- ★ Advanced technology & innovation
- ★ A better economy & a lower cost of living
- ★ Equality





# NON-COLLEGE WHITE



## VALUES

Our Non-College White voters want to feel valued and attended to and value their families, their faith, and their time. They want to see government protect them without overstepping.

## FEARS/CONCERNS

- ★ Financially struggling and Healthcare costs
- ★ Rising crime
- ★ The Earth being threatened by corporations & trash
- ★ The United States being a target because we are successful

## FUTURE DREAMS

- ★ A clean & healthy planet
- ★ Living unburdened with family
- ★ Everyone working together

HOW OUR SEGMENTS DIFFER





# SUBURBAN LATINOS

## VALUES

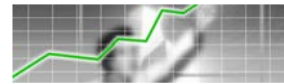
Our Suburban Latinos highly value their families, safety (a HUGE concern around their kids), finances and faith. These voters often don't feel like they see results for the taxes they pay and long to be recognized by and attended to by government.

## FEARS/CONCERNS

- ★ The physical safety of their children and families
- ★ Crime and war - Reckless gun use
- ★ Trump spreading hate
- ★ Pollution and climate change

## FUTURE DREAMS

- ★ A more connected community
- ★ Quality health and safety for everyone
- ★ More jobs with benefits, great pay







# SUBURBAN AAPI



## VALUES

Our Suburban AAPI highly value their families and think A LOT about a better future for their families, which includes concerns about safety (crime concerns were HUGE), health and the cost of healthcare, access to clean air and water, kids' education and achieving the American dream.

## FEARS/CONCERNS

- ★ A destroyed planet (plastic usage, pollution)
- ★ Too much technology (robots taking over future jobs)
- ★ Kids safety (crime, drugs, school shootings)
- ★ Political upheaval (state of the United States)

## FUTURE DREAMS

- ★ Happy family with quality education for kids
- ★ Going green (clean air, sustainable companies)
- ★ Achieving financial freedom
- ★ Enjoying life with easier travel

HOW OUR SEGMENTS DIFFER



# SUBURBAN BLACK

## VALUES

Our Black Suburban voters value their family, their ability to freely achieve financial and career success and build wealth for future generations, and their safety from crime. These voters often characterize government as a picker of winners/losers and feel the system is broken for them.

## FEARS/CONCERNS

- ★ Senseless African American deaths/injustice
- ★ Racism and the school to prison pipeline
- ★ Lack of government help
- ★ Housing insecurity

## FUTURE DREAMS

- ★ More jobs
- ★ A place to grow and thrive (clean environment)
- ★ COVID being taken seriously



HOW OUR SEGMENTS DIFFER





# SUBURBAN WHITE



## VALUES

Our Suburban White voters value their families and kids' future, respect for people, rules, and nation, good jobs and financial freedom. They highly value control and are chaos-averse, and are very concerned about government overstepping, valuing freedom from government intrusion.

## FEARS/CONCERNS

- ★ Uncertainty about the future and their role in it
- ★ Race and class divisions
- ★ Climate Change
- ★ Lack of control/power being exported

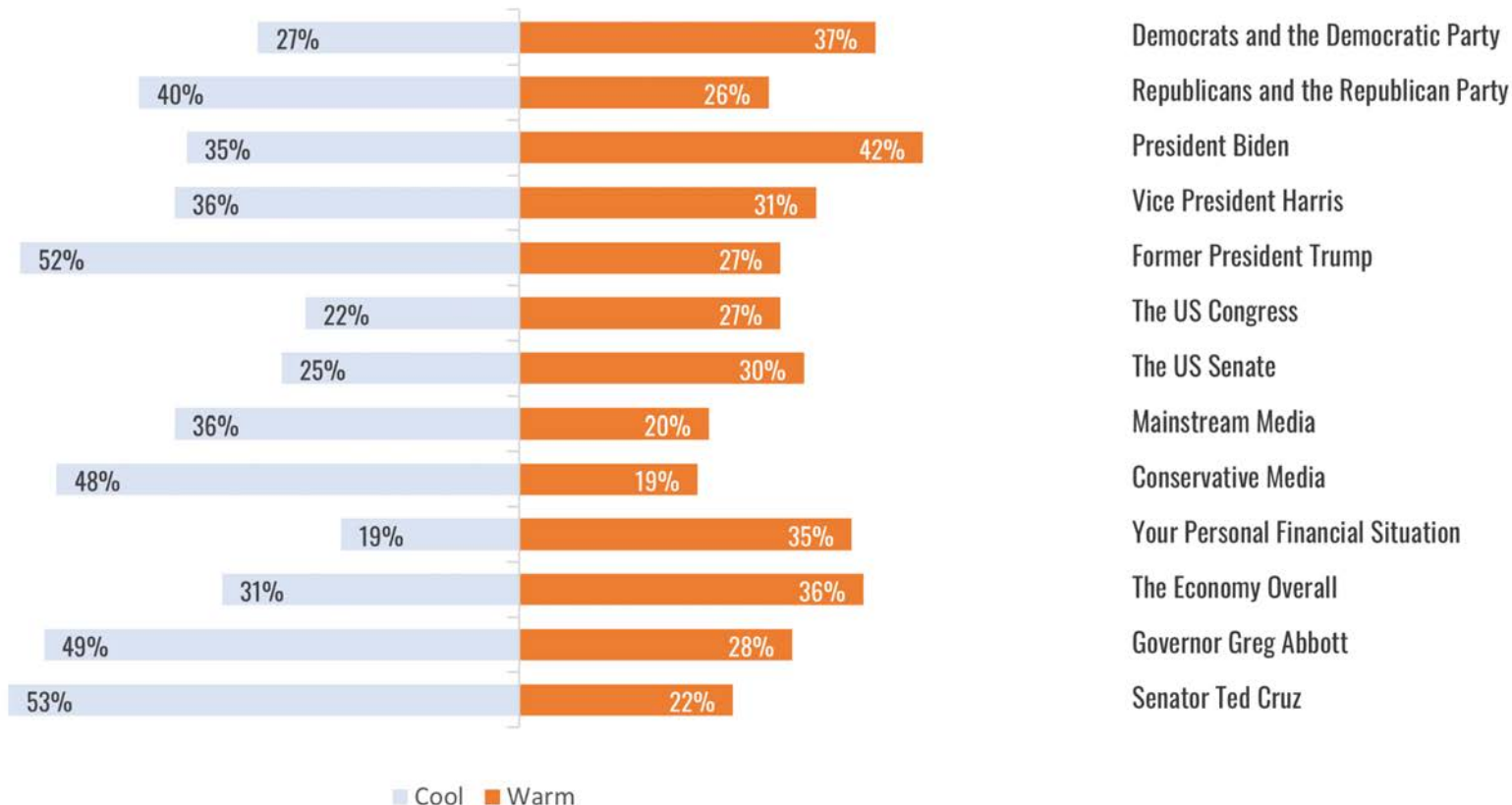
## FUTURE DREAMS

- ★ Better future for kids
- ★ Equality & justice
- ★ Peaceful, healthy earth
- ★ Well-paying, good US Jobs

HOW OUR SEGMENTS DIFFER

## TEMPERATURE CHECK

If your temperature were taken on the following, how **COOL** or **WARM** would you feel?



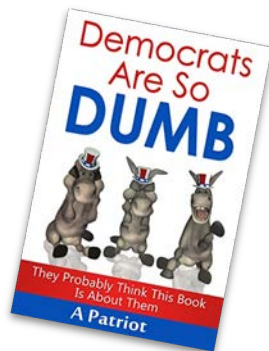


# PERCEPTIONS OF DEMOCRATS

While many indicated that Democrats represented

Opportunity and innovation into the future, helping others and caring more for everyday people (not just the rich)...

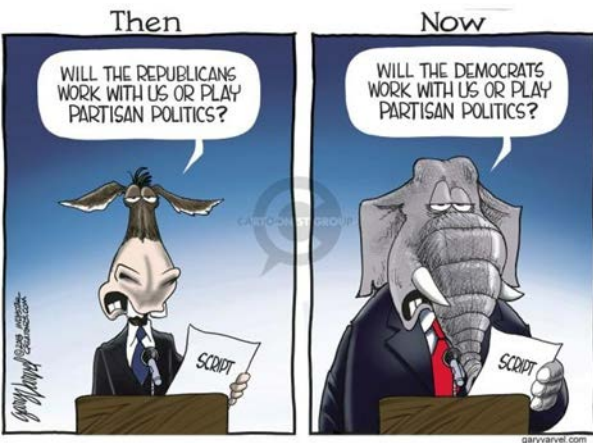




# PERCEPTIONS OF DEMOCRATS

Many also saw Democrats as being takers like “Robin Hood,” being too compassionate and soft, leading to disorder and the loss of freedom and peace, and talking a big game, but ultimately being just like Republicans.

They also expressed concerns that Democrats’ focus on people of color had gone so far that Democrats had become racist and divisive, themselves.



But not nearly as sweet. :/



# PERCEPTIONS OF REPUBLICANS

For our voters, Republicans were perceived as family and freedom focused, drivers of economic growth, associated with delivering jobs for Americans and loving America/patriotism.

The party was also associated with law and order and strength, particularly when it came to issues around China and enforcing rules with immigration.



# PERCEPTIONS OF REPUBLICANS

Republicans were also strongly associated with puppets (e.g. “Trump’s puppets”), described as money obsessed and characterized as business-serving, even to the detriment of human life.

Additionally, Republicans were characterized as “blind” to the problems around them, for “whites only,” self-serving and chaotic, having gone too far right (“a dangerous path”) and always “fighting not fixing,” creating distractions for the American people instead of delivering solutions.

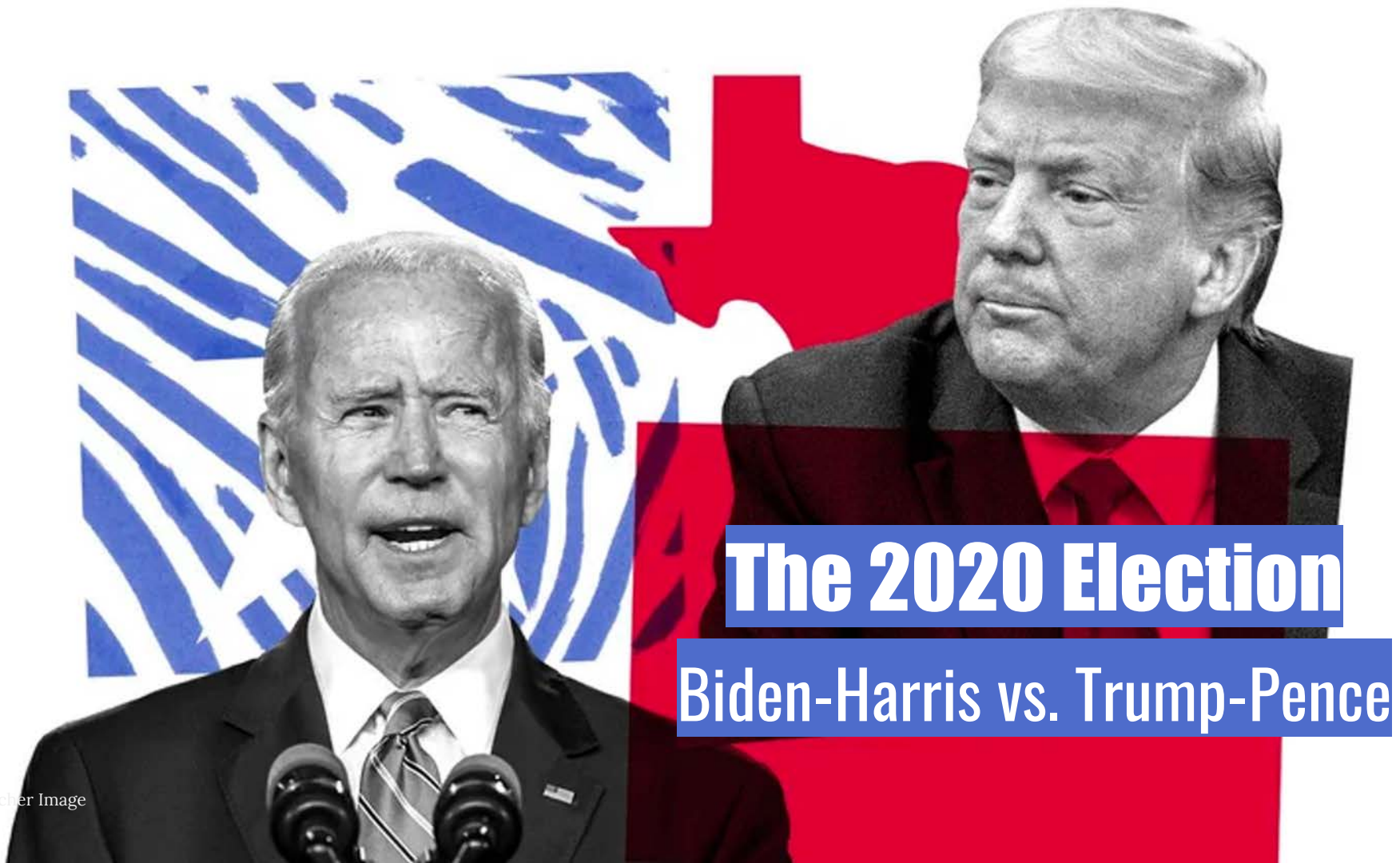




## 2

# The Journey from 2020

What they were escaping, what they see happening now, what they're still hoping for.



# The 2020 Election

Biden-Harris vs. Trump-Pence

# MOVING AWAY FROM GREED & SELFISHNESS

Our Texas voters couldn't shake the feeling that Trump didn't care about them during his term, and was instead prioritizing his agenda over the people's: financial gain for himself and other one percenters at the expense of the nation.



“I feel like Trump was more about **greed**. He focused more on **the rich getting richer [while] the poor got poorer.**”

- *Jessika, Border*



“Trump and Pence would have **people struggling** and still requiring help.”

- *Wikas, Youth Vote*



“Trump felt like it meant a further decline into decay, the **changes he enacted rarely felt like they were truly beneficial to the public.**”

- *Ethan A, Suburb White*

# BREAKING FREE OF A VILE VILLAIN

The violence and hatred that was spread and spewed by Trump, his administration, and his followers was deeply unsettling to our participants, behavior so evil it could no longer be tolerated.



“This is the Trump/Pence era, that spread **violence, hatred [and] divided Americans** and many other [things] **damaging the image of America.**”

- Asma A., *Suburban AAPI*



“I think this is self explanatory, but the Trump campaign represented **hate and violence.** This is exactly what happens when his words are taken too seriously and people act on the hate he spews.”

- Fahad, *Youth Vote*



“The photo represents the spread of **chaos and evilness.** Their **politics and rhetoric were belittling** to so many and controversial. The Trump/Pence committee **served their own will** and mindset without the satisfaction of others.”

- Markenya, *Non-College POC*



# AND MOVING TOWARD A BETTER TOMORROW

At its core, Biden and Harris's victory was a symbol of hope and possibility – for a better tomorrow, for unity and less divisiveness, for peace, and for an America inclusive of all, without exceptions.



“Biden/Harris meant **peace**, truth, reliability, kindness and humbleness.”  
- Daisey, Suburban Latino



“Biden/Harris represented to me **hope and unity**. A team that will work to **make America really better for everyone** not just the people that vote for them.”  
- Joel, Suburban Latino



“This represents **new growth** – nurture, a helping hand.”  
- Moreno, Suburban Black



“The Biden/Harris ticket meant **the possibility of a better America**, even if it was only the beginning... This image seems to represent **harmony, peace, and opportunity** to me, and which seemed more likely under Biden and Harris. Biden and Harris meant getting back to caring about everyone and not just wealthy elites and businesses... It meant hopefully breeding better health and healing for America.”

- Victoria, Non- College White

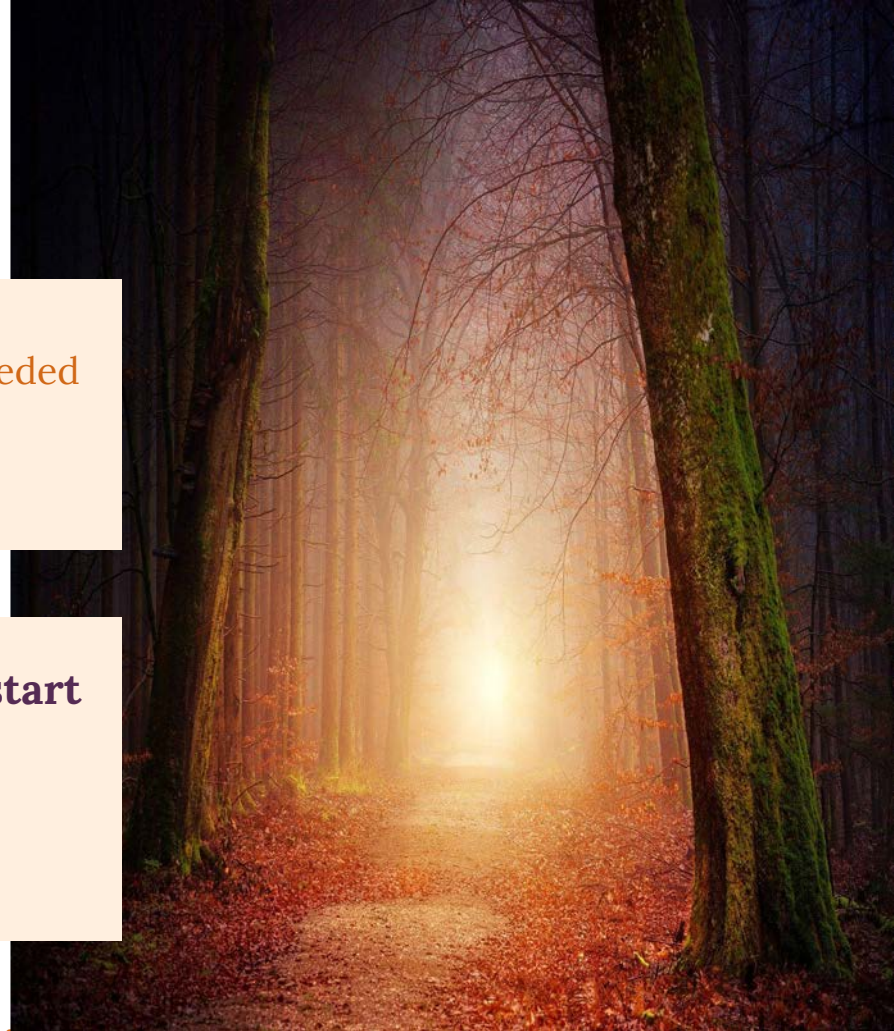
# REGARDING JOE BIDEN & KAMALA HARRIS

“Biden/Harris was **the light in the dark** that we needed to move this country out of despair.”

- *Wikas, Youth Vote*

“The Biden/Harris ticket felt like it could be **a fresh start for this country** after the past four years under the Trump administration.”

- *Chad, Suburban White*



# FOR OUR TX VOTERS, BIDEN'S VICTORY PROVED THAT ANYTHING IS POSSIBLE, EVEN IF IT'S HARD

“This represents that with enough determination, anything is possible regardless of the obstacles. I feel victorious over hate and fear.”

- Michael K., Non-College White

“It's like the Cinderella movie. Finally, became freed from her evil stepmom and is now in a happy place. But the evil stepmom and step sisters still live and will always exist.”

- Daisey, Suburban Latino

“Feeling joy, happiness, relief, and celebration after Biden's victory.”

- Asma A, Suburban AAPI







# BUT FOR OTHERS, HIS VICTORY WAS THE BEGINNING OF A WAITING GAME

“Just sitting back, watching what has changed and what is changing, and **if what was said is being done.**”

– Lesley, Suburban Latino

“It reminds me of the episode of The Good Place when **they have gone through so much to finally make it to the good place, and when they do, they realize it's not actually very good** and that a ton more work has to be done to get it there. They thought that if they could only make it to the good place things would be fine, but they weren't... So many people have worked so hard to get Biden in office and there was a lot of pressure on the last election because I wanted Trump out of office so badly. Now he is and **I haven't seen Biden do a lot of the things I was hoping he would. Of course it's good to be out of the bad place, but there's a lot more work that needs to be done.**” – Victoria, Non-College White

“This is from the movie Pursuit of Happiness. I feel like **we are just waiting for things to get better and we've been waiting for so long that we just don't know what to do anymore.**”

– Taqui, Suburban AAPI





# WHAT PEOPLE THINK OF THE BIDEN-HARRIS ADMINISTRATION

Our Texas voters are attracted to the Biden-Harris administration's **normalcy**. After the messiness of the Trump administration, having caring, professional leaders who aren't actively sowing hatred and division is refreshing, and lends itself to the **perception of Biden and Harris as fundamentally good people**.

## They Care About Me & Want to Help Improve my Life

"**They care** and are **making plans to help our country and our people**." - Lesley, Suburban Latino

"**They care about us**, they want better for us and **they care about our future**." - Erica D.L.T, Youth Vote

"I think the Biden/Harris administration **cares about people like me** and wants to make things better for people like me." - Victoria, Non-College White

## They're Good People who Don't Actively Try to Divide the Country...

"Trump is **homophobic**. He got rid of protections for LGBT people in the workplace. He **supports deportations and family separations for immigrants**... The border wall has always left a bad taste in my mouth... It's something that **breeds hatred and extremity from his followers**... He is misogynistic, racist... It was kind of **an easy decision** for me [to vote for Biden.]" - Victoria C., Non-College White

"**The previous administration was steeped in division and racial tension and hate** and needed to go... So it was time for change. President Biden was that change." - Adrienne, Suburban Black

## And are Professional & Restoring the Country's Reputation

"I voted for President Biden because **I don't like how Trump acted. The way he presented himself on TV is very unprofessional** and he said a lot of crazy things." - Dylan, Youth Vote

"**Biden and Harris were more appropriate for the job**. I was so happy to get Trump out. He's a total buffoon and **embarrassed this country so many times** and would tweet insensitive and embarrassing things. The way **he incited a riot!**" - Amanda, Suburban Black



# WHAT PEOPLE THINK OF THE BIDEN-HARRIS ADMINISTRATION

While much has been made about career politicians recently, a majority of our participants see **Biden's political experience as a good thing**. And with our **first African and Asian-American vice president, non-white Texas voters feel like an administration is finally inclusive of people like them**, and working in their interest.

## Biden is an Experienced Politician Who Knows How to Get Things Done!

"Biden was more for the people, he had **experience** and also more than anything, **he was a former politician who understood how to work with other people.**" - Tyler, Youth Vote

"He had a **good track record working with Obama**. The jobs they brought in, all the immigration regulations, such as DACA ...I voted for President Biden because **he was gonna continue Obama's legacy** and... make our country greater." - Luis, Border

"He's not new to the show and I think **he's got a good understanding for how government works and what needs to be done.**" - Richard, Non-College White

## NON-WHITE VOTER CALL OUT:

### They're Inclusive of People like Me, and Don't View Me as Lesser because of My Skin Color

"I think they **treat people with more respect and equally** than the previous government." - Nausheen, Suburban AAPI

"They are **accepting of non-white viewpoints.**" - Erica D., Suburban Latino

"They **care about me and people like me**, they value everyone's opinion and **equality.**" - Joel, Suburban Latino

"The Biden/Harris administration **wants more people like me to feel included.**" - Markenya, Non-College POC



# WHAT PEOPLE THINK OF THE BIDEN-HARRIS ADMINISTRATION

However, the apathy (and outrage) of some Texas voters can't be ignored – **inaction coupled with unkept promises** has left them feeling like the administration is **unresponsive** to their wants and needs. And, feeling the effects of **rising prices and inflation, apathy gives way to anger.**

## They've Caused Gas Prices to Rise & Inflation is Out of Control

"With the **rising inflation, lack of goods**, border crisis, **rising of gas prices**, etc... I would say we have had a better administration." – Paige, Suburban White

"It has meant **more inflation, hindering our progress as a country... Gas prices have hit my wallet as well**, and I feel annoyed and can't wait for elections." – Abraham, Border

## They're Stagnant – Not Taking Action & Haven't Made an Impact

"I have mixed feelings as **they haven't done much to make an impact.**" – Juan, Border

"I feel like **they have a lot of improvement to do and they're running out of time.**" – Taqui, Suburban AAPI

"[They] need to **be better.**" – Rafael, Border

"I think **they are good but definitely need to do more work in order to see bigger changes.**" – Cassandra, Suburban White

## & Have Fallen Flat on their Promises

"I had very high hopes. **I was excited to see how much Biden can achieve, but I'm a little disappointed.**" – Rashmeen, Suburban AAPI

"Overall I don't have much to say about the administration. **There's a lot that they said they would do that they haven't done.**" – Meaghan, Non-College White

"I am **not impressed with what they are doing now compared to their promises.**" – Anthony, Suburban Black



# WHAT PEOPLE THINK OF THE BIDEN-HARRIS ADMINISTRATION

The Biden-Harris administration would be better for me if they...

## Fixed the Economy & Put More Money in my Pocket

**“Take better care of nation’s economy because it can derail the future for families.** Although we are exiting a tough and unusual time, results are showing **they are not making better decisions.**” – Mario, Suburban Latino

**“Advocated for teachers because we need to be paid more.** Teachers are first responders, nurses, moms, dads, counselors, etc! **We need better pay to live with this inflation!**” – Jennifer S., Suburban White

**“Raise minimum wage** because this will provide healthier lifestyles and help in the poorer communities. Less hunger and crime.” – LaChandra, Suburban Black

## Got Serious about Solving the Struggles We’re Facing

**“Taxed the upper class** because the middle class is struggling. We have to work lots of hours and they take lots of taxes.” – Jessika, Border

**“Were more progressive** because policy making at this rate is too slow. To solve the problems facing our country today, **drastic steps must be taken to ensure that our liberties and freedoms are not attacked and taken from us.**” – Michael K., Non-College White

**“Fought harder for the green new deal** because it would really get me pumped for our future. I’m stressed out about climate change if you couldn’t tell.” – Evan O., Suburban Latino





# WHAT PEOPLE THINK OF THE BIDEN-HARRIS ADMINISTRATION

The Biden-Harris administration would be better for me if they...

## Came to & Spent More Time in Texas to Understand What it's Really Like

**"[The Biden-Harris administration would be better if they] would spend some time in Texas... [it's] a great state with so many opinions and so many values, but we get overlooked because yes, this is a gun-toting state with lots of morals."** - Tammy K., Non-College White

**"I do not think Texas is on their priority list."** - Mario F., Suburban Latino

**"They don't understand anything about Texas because they don't come here."** - Michael C., Youth Vote

## Listened to the People – I Want to feel Like My Opinion is Being Heard

**"Would factor in my personal opinion to deliver legislation because as any other individual, I feel that my opinion matters.** If everyone has their opinion factored in, the legislation can utilize the majority as the favorable decision to make legislation." - Richard, Non-College White

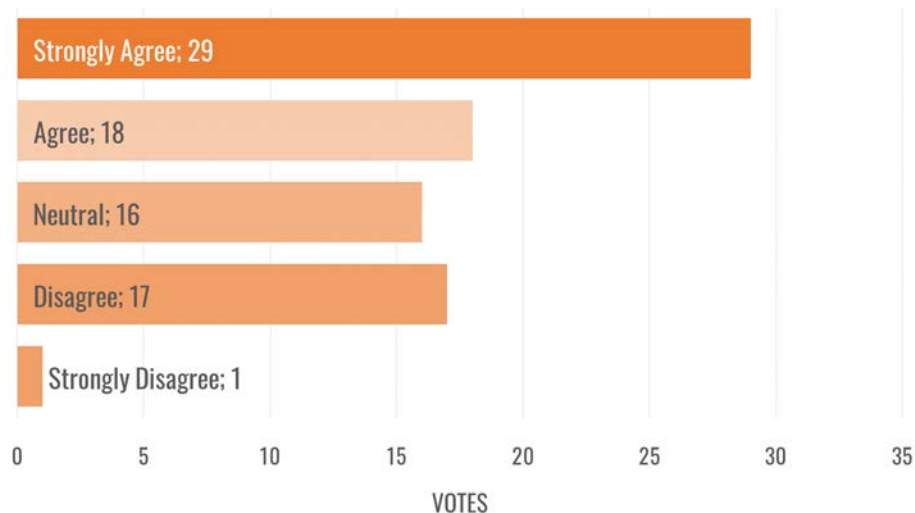
**"Listened because people have a voice...** I wish the Biden administration was open to listening to what the people have to say." - Soniya, Suburban AAPI

**"Would actually listen to what works in each state because it's not a one size fits all solution.** I feel like Biden talks about uniting the country but **he keeps creating more of a divide with his policies.**" - Chad, Suburban White

# IMPACT OF THE BIDEN ADMINISTRATION

How Strongly Do You Agree or Disagree with the Following Statement:

I can see the impact of the Biden administration's actions on my life.



## Suburb Black

**56%** of participants answered agree or strongly agree.

## Youth Vote

**73%** of participants answered agree or strongly agree.

## Suburb Latino

**60%** of participants answered agree or strongly agree.

## Suburb AAPI

**64%** of participants answered agree or strongly agree.

## Non-College White

**30%** of participants answered agree or strongly agree.

## Non-College POC

**33%** of participants answered agree or strongly agree.

## Border

**73%** of participants answered agree or strongly agree.

## Suburb White

**70%** of participants answered agree or strongly agree.



# FEELING THE IMPACT OF THE BIDEN-HARRIS ADMINISTRATION

50%

of Texas voters said the Biden-Harris administration has impacted their life **for the better** by...

## Getting the Pandemic Under Control

“They set up the **vaccine mandate** to **ensure the well being of everyone.**” - Luis, Border

“The Biden/Harris administration **implemented an aggressive vaccine rollout for mass distribution, including children 5 [and up].**” - Monica, Suburban Black

“Biden/Harris administration **brings economy stability and normality with COVID challenges** [that] will bring better results for us.” - Asma A., Suburban AAPI

## Advocating for Respect & Equality, and Setting a Good Example, too!

“I **no longer have to worry that the federal government is trying to pass laws to take my rights away or oppress people I love.**” - Victoria, Non-College White

“The Biden administration has positively impacted my life. **They are honorable and possess integrity.** I feel like our country is on the way toward healing and unity.” - Amanda, Suburban Black

“It **calmed down the racism in the white house.**” - Michael C., Youth Vote

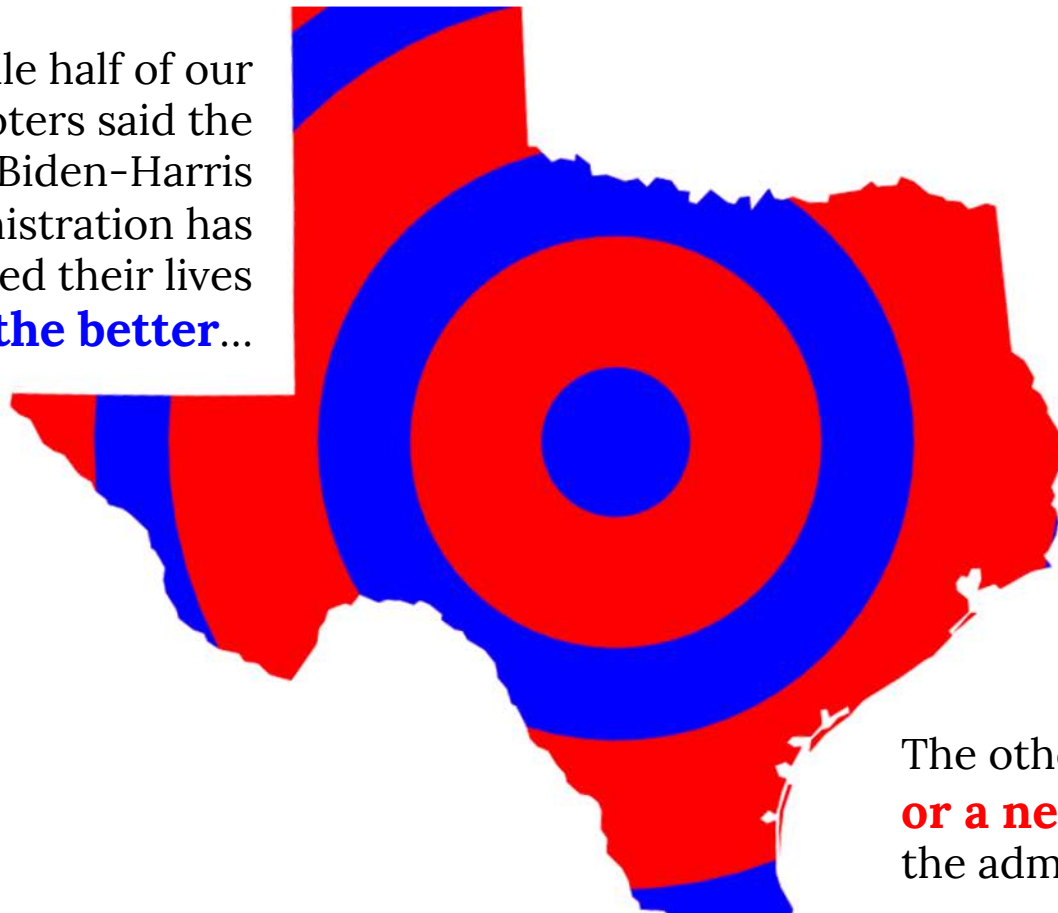
## Putting More Money in my Pocket

“They have made it better with the **stimulus payments**, the vaccines, and the support of growing and helping people and not just corporations.” - Joel, Suburban Latino

“He’s helping me **keep food on the table and pay rent.**” - Jessika, Border

“By giving us **more tax breaks and lowering taxes.**” - Carmen, Suburban Latino

While half of our  
Texas voters said the  
Biden-Harris  
administration has  
impacted their lives  
**for the better...**



The other half felt **no impact,  
or a negative impact** from  
the administration.





# FEELING THE IMPACT OF THE BIDEN-HARRIS ADMINISTRATION

50%

of Texas voters said the Biden-Harris administration has impacted their life **not at all** or **for the worse** because of...

## Rising Prices & Inflation Everywhere I Look

“I think they have impacted my life in a negative way by **allowing inflation to get out of control and therefore raise the prices of consumer goods...** I believe this administration set out with good intent, [but] **the prices of goods and services and basic energy have gone through the roof. I can see the effects of this administration stance on energy particularly oil and gas every time I pay my bills.**” – Jennifer S., Suburban White

“**Costs have gone up for everything** – gas, food, electricity.” – Abigail, Border

## A Lack of Action – They Just Haven’t Done Anything and that’s the Problem!

“It has not really played much of a difference as **they have not really delivered their promises yet.** They actually have made things more expensive so far especially with gas prices.” – Justin, Non-College POC

“**They haven’t impacted my life at all** which is a part of the problem.” – Samantha W., Non-College POC

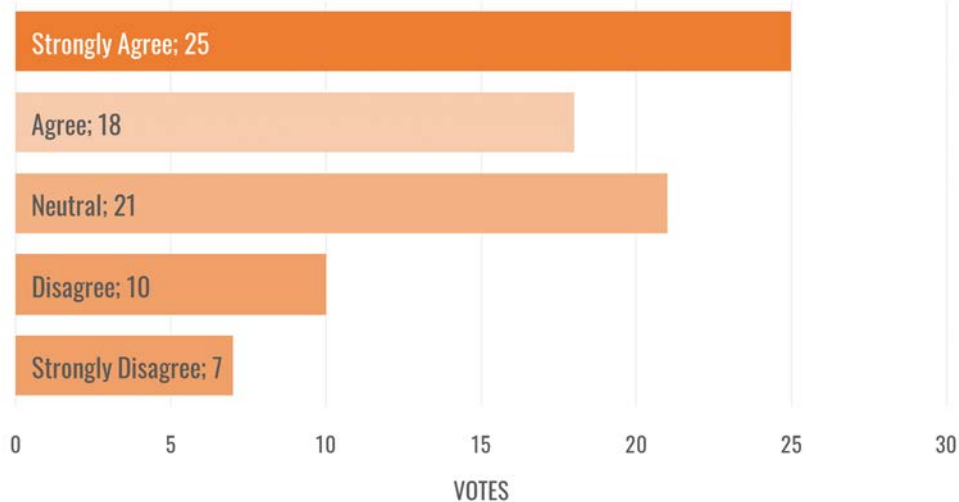
“I have seen very little impact so far from the current administration. **It seems as if they over promised and are under delivering.**” – Brandon, Non-College White

“**Everything is all talk** so far.” – Rahim, Suburban AAPI

# IMPACT OF THE BIDEN ADMINISTRATION

How Strongly Do You Agree or Disagree with the Following Statement:

Since Biden took office, I wish more would have changed.



## Suburb Black

**33%** of participants answered agree or strongly agree.

## Suburb Latino

**30%** of participants answered agree or strongly agree.

## Non-College White

**70%** of participants answered agree or strongly agree.

## Border

**55%** of participants answered agree or strongly agree.

## Youth Vote

**64%** of participants answered agree or strongly agree.

## Suburb AAPI

**45%** of participants answered agree or strongly agree.

## Non-College POC

**67%** of participants answered agree or strongly agree.

## Suburb White

**60%** of participants answered agree or strongly agree.



# FEELING THE IMPACT OF THE BIDEN-HARRIS ADMINISTRATION

Some of our Texas voters were neutral on this question, noting that **Biden is doing what he can, it's still early in his presidency, and Republicans are hell bent on preventing his agenda from coming to fruition.**

## They're Doing What They Can with the Slim Majority They Have

"I feel like **Biden is working as hard as he can to help out** the population that needs it most." - Jessika, Border

"He has been **working hard on what he said he would do. And the Republicans are the ones holding him back.**" - Luis, Border

"I think **Biden's government is facing hindrance, hence slowing down the recovery process.**" - Nausheen, Suburban AAPI

"He had a great campaign. **I wish the senate and house would come together and allow his vision to be implemented.**" - Adrienne, Suburban Black

## & It's Still Early in His Presidency!

"We still have **more to see from him.**" - Maria, Non-College POC

"While I don't think Biden has done much in office, **it is difficult for an individual to feel the impact either positively or negatively in such a short time frame.**" - Brandon, Non-College White

"I feel like he is doing what he can. **He has only been in office a few months** and has tackled many tasks." - Samantha S., Suburban White

"I'm ok with what has changed so far. **He can only do so much it hasn't been that long yet,** I will give it more time." - Tressa, Youth Vote



# FEELING THE IMPACT OF THE BIDEN-HARRIS ADMINISTRATION

However, **more of our participants agreed, wanting to see more change than what has, or has not, taken place**, namely implementing **more progressive policies** and **doing something about the rising prices** Texans see affecting their pocketbooks. All in all, the lack of positive change has left a lingering feeling that Biden's presidency is not what it promised to be.

## Fixing Things Fast

"My wife is an **immigrant (dreamer,** came here at age 3) and she wanted me to cast a vote **thinking he would fix her situation ASAP.**" - Mazz, Non-College POC

"I think things are going very well. I wish things could be a little better with **more demand[ing of] mask requirements if you are vaccinated or not.**" - Kendria, Suburban Black

"There are certain issues I wish were brought into light more, such as **climate change.**" - Humza, Youth Vote

## & Intervening on Rising Costs to Help Me Financially

"I wish he could have **intervened on rising gas prices and food supply chain shortages.**" - Justin, Non-College POC

"The **child credit and housing credit** are all I can think of. **I need more.**" - Evan O., Suburban Latino

"I feel like **economically he's destroyed everything.** I wish he would have left everything how it was." - Erica DLT, Youth Vote

## So Overall, this Presidency isn't What I Thought it Would Be

"**Not what I was expecting. I would prefer Trump** honestly right now." - Reyna, Non-College POC

"I think that **Biden made promises he couldn't keep and has not done what he said he would.**" - Meaghan, Non-College White,

"I really do wish more would have changed, but for the better, not the way it's going right now. **I feel like he has good intentions with what he is doing but he's executing it very poorly.**" - Chad, Suburban White





# CRITICAL WATCHOUT FOR DEMOCRATS

With just about half of our gettable and base voters saying they saw a negative impact or no impact at all from the Biden administration, coupled with a lack of understanding and awareness of what the administration has done, it's clear there is work to be done. Our research has shown us consistently that Democrats are the party of government, and with the government broadly perceived by our voters as a source of chaos, as a source of unwanted control, and “like a car wreck,” by Suburban Latinos and Suburban Black voters, in particular, Democrats in Texas have a tricky needle to thread.

That said, many bemoaned the actions of Texas Republicans, who were responsible for the recent abortion law, the permitless open carry law, and prohibited mask mandates, as “reckless,” and restricting freedom in a whole host of ways. Some voters suggested that these laws were passed in response to Biden's win, in effect, acting as a Biden backlash punishing the votes of Texas for voting as they did.



# FEELING THE IMPACT OF THE BIDEN-HARRIS ADMINISTRATION

When asked if they would change their vote, knowing what they know now, **the vast majority of our Texans would happily keep their vote for Biden**. After all, **he's not a racist and shows compassion**. However, there were a handful of voters who cited the **rising cost of consumer goods** and their **personal financial struggles** as the reason **they would go back in time and vote for Trump**.

**86%** of participants would still vote for Biden

“Absolutely not. **My black skin, and that of my family, will never whiten. As such, it is dangerous for a known supporter of white supremacy to be in the highest position in the nation and world.** He could never have my vote or my support.” - Adrienne, Suburban Black

“I would never vote for Trump. He is **sexist, ableist and racist** and I can't support that.” - Cassandra, Suburban White

“Because **Trump did nothing to help us low income people.** He only cares about the rich.” - David, Border

“No, not really. I don't ever see myself voting for someone so **egotistical & heartless** toward the little people.” - Marissa, Non-College POC



of participants would have  
voted for Trump instead

“Yes, had I known then what I know now my vote would have been different... because **Trump did more for my current circumstances than the current president.**”  
- Samantha W., Non-College POC

“**Trump helped the economy, kept gas prices low....** Although he spreads a lot of hate, he did so much for the American economy... Right now, **Biden has increased prices on everything** and it is insane.”  
- Rashmeen, Suburban AAPI

“Because **I didn't have to struggle as much as I'm struggling now.**” - Erica DLT, Youth Vote

A photograph of the United States Capitol building at night. The building is brightly lit, with its iconic dome and the Statue of Freedom on top. The interior lights are visible through the windows. The building is surrounded by dark trees, and the foreground shows a body of water reflecting the lights. The sky is a deep blue.

# **THE FEDERAL GOVERNMENT**

The Reality vs. The Ideal

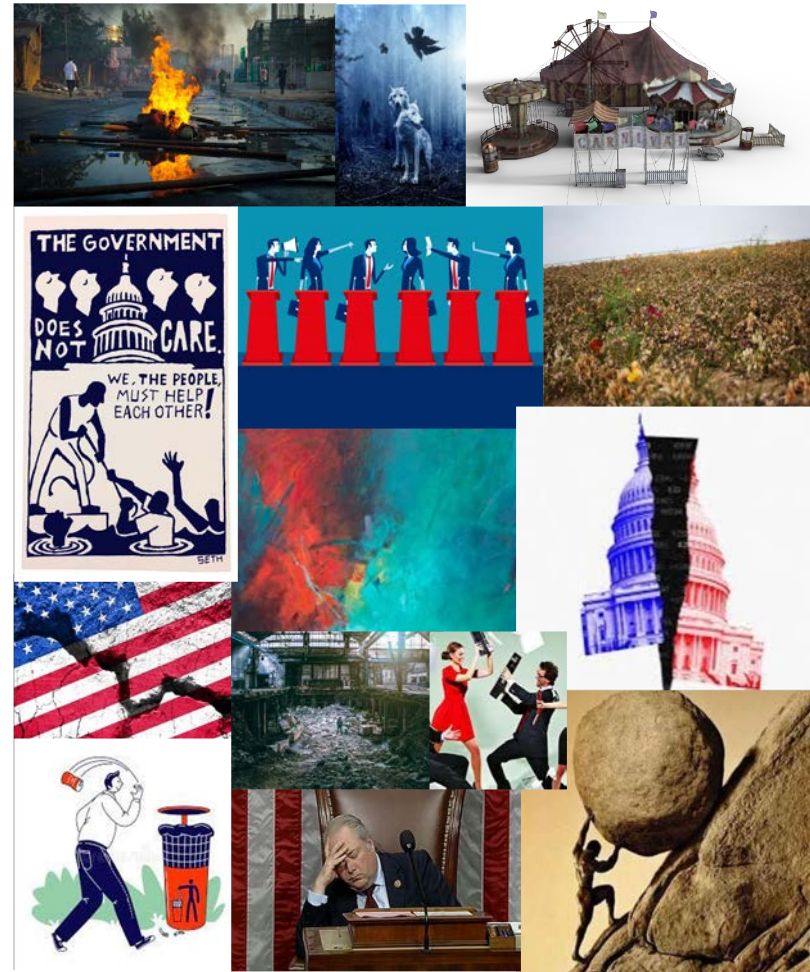


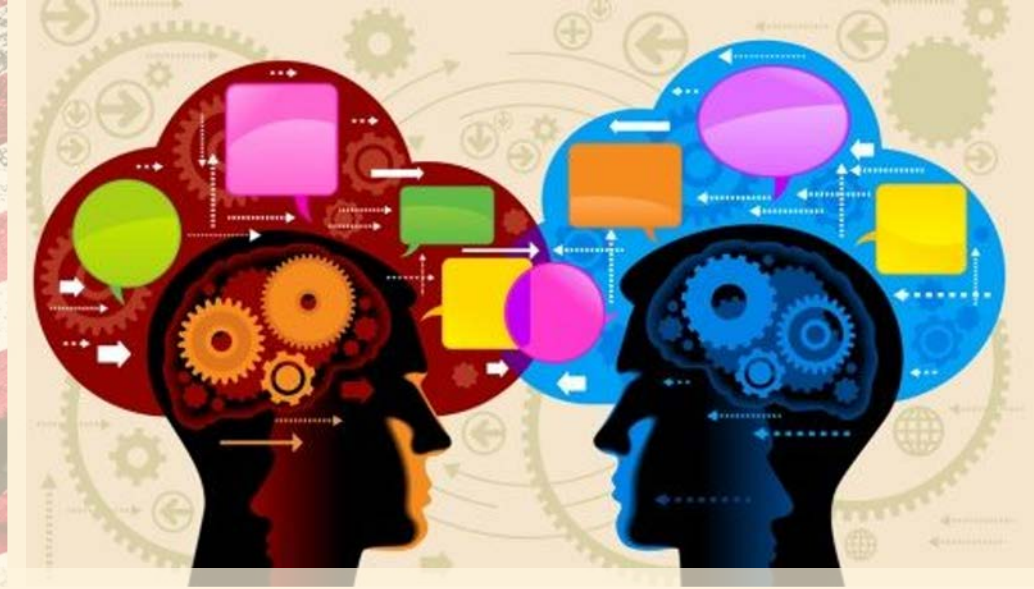




# THE FEDERAL GOVERNMENT THAT WE HAVE

- 1 Doesn't Care about the People
- 2 Chaotic
- 3 Stagnant & Unwilling to Act or Change
- 4 Divided & Uncooperative



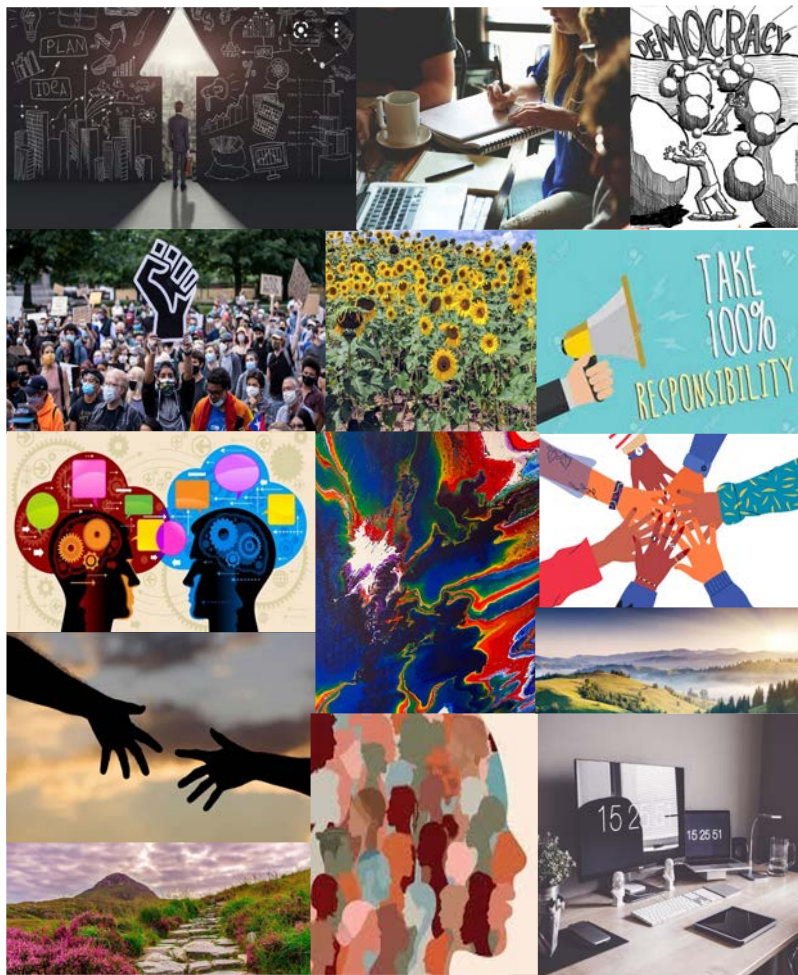


“I chose two very different images. The first depicts **America being divided** and I chose this because **I think the gap between the left and the right is continuing to grow larger and larger...** I think this divide separates us as people and makes politicians have extreme policies that don’t work for everybody.

The second image is an image I found when searching ‘**Constructive Discussion**’. It shows **two people having a thoughtful conversation where they both bring in their thoughts and experiences.** I think the overlap between different people is right where America should be as a melting pot.”

– *Brandon, Non College White*





# THE FEDERAL GOVERNMENT THAT WE WANT

- 1 **For the People & Acting in their Interest**
- 2 **Peaceful**
- 3 **Bringing Solutions to the Table**
- 4 **Unity & A Willingness to Cooperate**



“The current government is like **a field of flowers that has not been watered**, and only a few flowers are thriving in this climate. My future and ideal government will be one which is like a field full of vibrant colored flowers, and have **fresh ideas on how to run the country** and do their best for the great people of this great country.”

- Asma K., Suburban AAPI







“This represents how our government acts now - **slow, old and stuck to the status quo.**

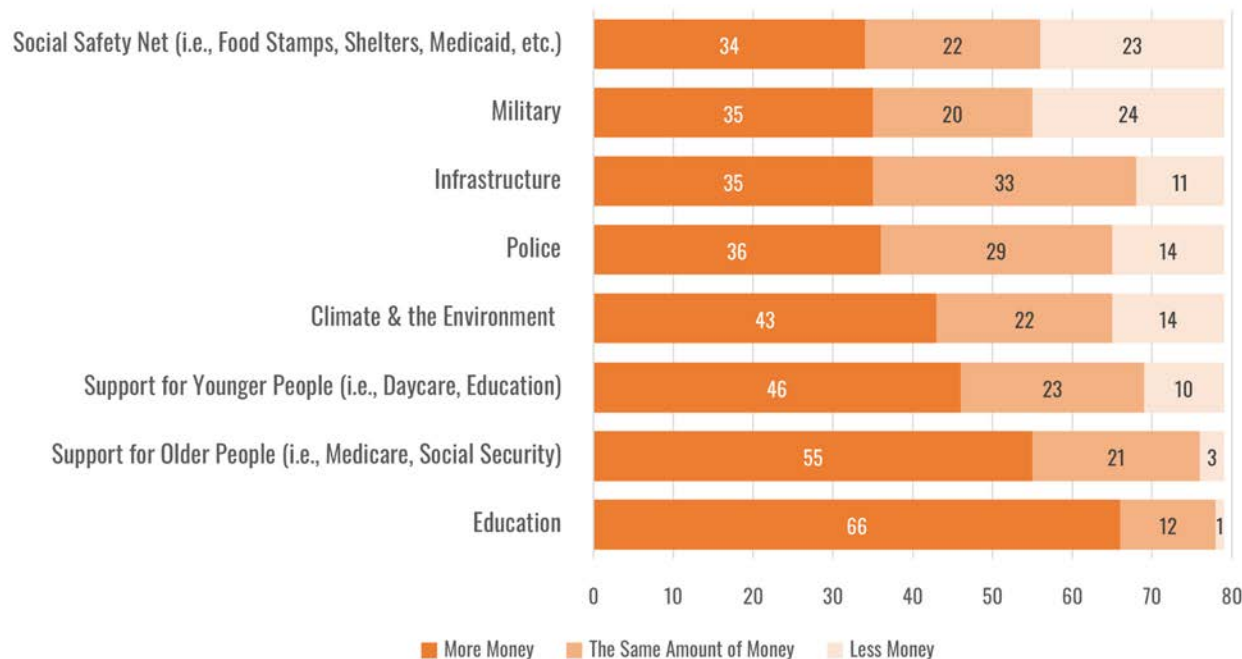
These are leaders we should look for. **People on the ground fighting for change and putting in the work** with their peers. **Both images represent a stark contrast in how government is right now.** The current image is how I think of everything - slow, old and unchanged. With the people at the protest in the picture **I hope for leaders to grow from the experiences we have faced in the past 3-5 years and bring about real change.”**

- Fahad, Youth Vote

# YOU'RE IN CHARGE: GOVERNMENT SPENDING

If you were in charge, where do you think the money should go?

Our participants sorted the following categories into three groups: Entities that should get more money, entities that should get the same amount of money, and entities that should get less money.



★ Participants indicated that **Education** and **the Elderly** (Medicare, Social Security) **should receive more funds** than they currently do

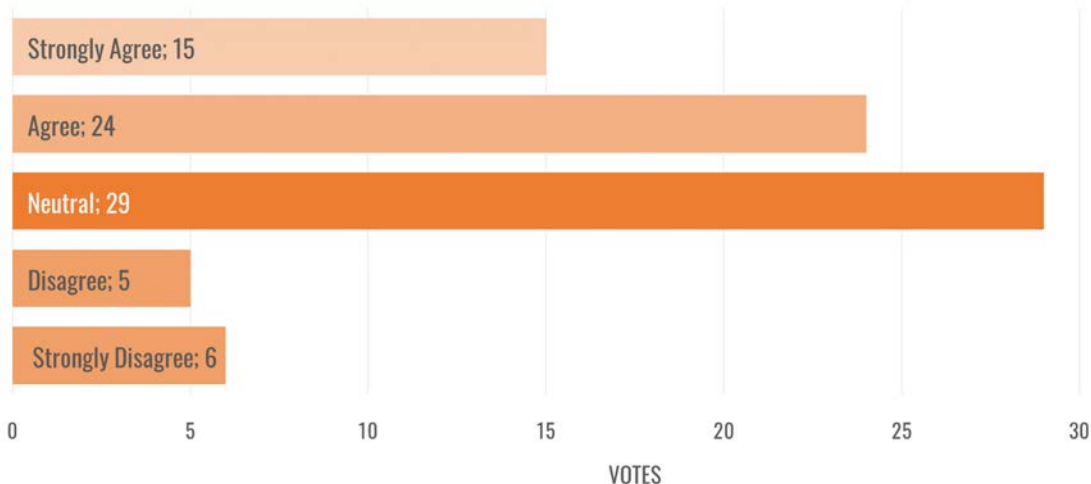
★ Within the “**same amount of money**” category, **infrastructure**, followed by **police**, received the most votes

★ Overall, the **social safety net** was the entity with the **fewest “more money votes”** and received the **second most “less money” votes**, indicating it’s an unpopular idea with Texans.

# GOVERNMENT & CHANGE

How Strongly Do You Agree or Disagree with the Following Statement:

Government should embrace slow, incremental changes over big reforms.



## Suburb Black

**56%** of participants answered agree or strongly agree.

## Youth Vote

**55%** of participants answered agree or strongly agree.

## Suburb Latino

**60%** of participants answered agree or strongly agree.

## Suburb AAPI

**73%** of participants answered agree or strongly agree.

## Non-College White

**30%** of participants answered agree or strongly agree.

## Non-College POC

**44%** of participants answered agree or strongly agree.

## Border

**33%** of participants answered agree or strongly agree.

## Suburb White

**40%** of participants answered agree or strongly agree.



# THE FEDERAL GOVERNMENT:

## WHO DOES IT SERVE?

Our Texas voters had differing perceptions of who the government serves. Some thought the question was silly, noting that **our country was founded on the principle of “for the people.”** Others, however, viewed **the government as existing to fulfill its own selfish desires**, and even **those of the wealthy**, before those of the everyday man.

### The People, Of Course

**“Government is ultimately for the people.** The majority and minority should be able to prosper. This is a **thought so profound that this nation was built on it.”** - Evan O., Suburban Latino

“The government is for the people at the community, state, and federal level and **serves all citizens** as it has the duty to look out for our best interests as we contribute to the country's success.” - Justin, Non-College POC

### NON-WHITE VOTER CALL OUT: Themselves

**“I think the government serves themselves, they will make the decisions that not only make them look good, but that also keep them well above water financially.”** - Samantha W., Non-College POC

“Government [should be] for the people, and run by the people. But **today, it is for two political parties, one who is in power, the other who is the opposition.** Government is supposed to be working for me as an individual. But at times **I feel like the parties are fighting for power and nobody is thinking for the people.**” - Asma K., Suburban AAPI

### YOUTH VOTE CALL OUT: The Wealthy

**“The government should be for the people of the country who allow the country to thrive, but it is mostly for the elite and benefits mainly the upper class wealthy citizens.”** - Humza, Youth Vote

**“The government is for people who have money already,** people just like them. Good luck trying to get help if you actually really need it. Other countries governments are far better than ours. Canada for example.” - Tressa, Youth Vote





# THE FEDERAL GOVERNMENT:

## WHAT TEXANS WANT IT TO STAY OUT OF

In true Texan form, our **participants were clear in their desire for personal freedom**, wanting the government to stay far away from any decision regarding their body that infringes upon their autonomy. Their America(ns) first ethos was also clear, wanting the government to take care of our country and its citizens before meddling in other countries problems.

### Government Controlling My Body

#### Decisions Regarding my Body, like Vaccinations

“Government shouldn’t... have a say in **whether schools should mandate masks or not**. Also they shouldn’t intervene with **business’s decision for vaccine mandates**.” - Daisey, Suburban Latino

“They should **let people have the right to choose whether they want to get vaccinated or not**.” - Abigail, Border

#### Abortion – It’s a Woman’s Own Decision to Make

“Abortion should not be any of government’s business. **In what world should it be okay for our government to tell us what life to live by having a child a woman does not want?!**” - Nadine, Non-College White

“Trying to stop abortions and telling people how to behave in terms of their own body. **It’s a woman’s right to decide on her own, not what some religious Republican group wants**. You don’t have to get an abortion, why are you stopping others?” - Joel, Suburban Latino

### Problems Outside the USA

“**Sending troops to other countries, bringing refugees into the US, and giving monetary aide to unstable countries**. I think we need to **focus on the US itself** and fix our economy and infrastructure before meddling with other countries and causing expensive havoc.” - Justin, Non-College POC

“**Issues that other countries are dealing with**. We can’t come to everyone’s rescue all the time! We need to **stick to taking care of our Americans!**” - Jennifer S., Suburban White



# TEXAS GOVERNMENT REPRESENTATIVES



# THE DISTRACTOR

In the minds of our voters, Governor Abbott was described as a partisan governor and a “king,” catering to the whims of the Republican party, the far right, and external businesses, over the needs of all Texans, without accountability.

While some felt that Governor Abbott had done a good job for Texas economically, many, especially voters of color, felt that his social viewpoints were outdated, **that he didn't care for them or anyone**, and that he was a politician who “does what's best for him and his buddies.” **Some even characterized Abbott as retaliatory, punishing the voters of Texas with extreme laws (like permitless open carry, the abortion law, and the anti-mask mandate action), while others described him as a distractor, stirring the pot of identity politics to take voters' attention away from real issues on the ground**, like infrastructure, the cost of living, or healthcare.



## WHAT HE CARES ABOUT

Big Business ←  
Himself ←  
The Economy ←  
Border Security ←  
Republicans &  
Their Interests ←  
Divisive Matters  
(i.e. identity politics) ←

## WHAT HE DOESN'T CARE ABOUT

→ Our Safety (i.e. COVID)  
→ Gun Safety  
→ The Unemployed  
→ Minorities/Racism/LGBT  
→ The State as a Whole  
→ Raising the Min. Wage  
→ Women/Abortion Rights  
→ The Future of  
Young People  
→ Infrastructure  
→ Quality Education

**GREG ABBOTT**





# WHAT DOES GOV. GREG ABBOTT

## CARE ABOUT?

### Big Business

“Most of [Gov. Abbott’s] ideology is run by big business.” – Mona, Suburban AAPI

### Himself

“I do not like the man. He thinks for himself and not his Texans.” – Daisey, Suburban Latino

### The Economy

“Greg Abbott has ensured through the pandemic that our economy stayed rolling and did his best to put our safety 1st.” – Richard, Non-College Whites

### Border Security

It is obvious that our federal government isn't making it a priority to secure our border so I applaud what our state is doing to try and control the situation.”  
– Paige, Suburban White

### Republicans & Their Interests

“Abbott only cares about Republicans and those that voted for him, he never tries to pass something that will help others in their lives. Only cares about business interests and his voters.”  
– Joel, Suburban Latino

### Divisive Matters (i.e. identity politics)

“I think he understands how to create outrage and division that leads to greater polarization. I think he understands conservatives in Texas quite well, but has no desire to understand anyone else.” – Victoria, Non-College White



# WHAT DOES GOV. GREG ABBOTT

## NOT CARE ABOUT?

### Our Safety (i.e. COVID)

"Our government needs work. Our current governor does not take care of the people. He had responded poorly to the pandemic and this is why it is bad here." - *Meaghan, Non-College White*

### Gun Safety

"Gov Abbott just wants to talk to you about the open carry law. I was devastated when I found out that anybody 21 and up without a criminal record, or a criminal background, can carry a gun under the open carry law. That's disturbing from a parental aspect. I have children." - *Amanda, Suburban Black*

### The Unemployed

"Hello, Mr. Abbott. This is what you did to our city. You cut their unemployment. There were loads. No jobs at the time. COVID-19 all-time high. I was very disappointed with how you handled stuff. Some people needed money. Some people needed resources and you failed us as a government. Sorry." - *Samantha S., Suburban White*

### Minorities/Racism/ LGBT

"He believes in preventing children from learning about current events and racism, as evidenced by his signing of the bill limiting teaching of Critical Race Theory, so I don't think he cares much about stopping the racism and discrimination that the people I love face." - *Victoria, Non-College White*

### The State as a Whole

"He is self serving and for the rich/ business and not the people." - *January, Suburban Black*

### Raising the Min. Wage

"I believe he has impacted my life by refusing to increase the minimum wage." - *Michael K, Non-College White*

### Women/Abortion Rights

"Gov Abbott, why say one thing and do another, you interfere with mask mandates, said that it would take a person's rights? But yet you take a woman's right to choose, you have a daughter and you're taking her right to choose." - *Daisey, Suburban Latino*

### The Future of Young People/ Infrastructure/ Quality Education

"Gov Abbott, you have a chance to make a difference. And instead are focusing on Trump era politics. It's good to think about how we can go into the future for my generation (eg infrastructure, good education, solving energy crisis) and people that are younger to have a state that we can live in and enjoy." - *Fahad, Youth Vote*



# WHAT DO PEOPLE THINK OF GOV. GREG ABBOTT?

Voters also shared that the Governor **would be better for people like them if he...**

## CARED

“Cared because he does not. Abbott only cares about Republicans and those that voted for him, he never tries to pass something that will help others in their lives. Only cares about business interests and his voters.”

- Joel, Suburban Latino

## ADDRESSED RISING CRIME

“Looked at the bigger picture. There’s a lot more improvement needed to be made, especially with the crime rate going up.”

- Juan, Border

## INVESTED IN & UPDATED EDUCATION

“Invested in and updated education because we need smarter kids. Updating education will keep Texas as one of the best states there is.” - Rahim, Suburban AAPI

## LEGALIZED MARIJUANA

“Legalized marijuana to help the pharmacy industry and decriminalize. Texas would be far better off.”

- Abraham, Border

## RAISED WAGES

“Gave raises because of prices. Give us raises at our job because all prices like gas, food and other things are going up.” - David, Border

“Tried to help me get a higher wage job because most jobs in Texas are low wage. Texas is cheap compared to other states, yes, but we need higher wages.” - Michael G, Non-College White

“Gave teachers a raise because we work too hard for too little. We need better pay and better health care.” - Jennifer S., Suburban White

# SEN. TED CRUZ

“How Ted Cruz handled the 2021 winter storm was enough to decide how much he thinks of Texas. He escaped the storm with his family, not thinking what would happen to people facing the storm.”

-Azra, Suburban AAPI



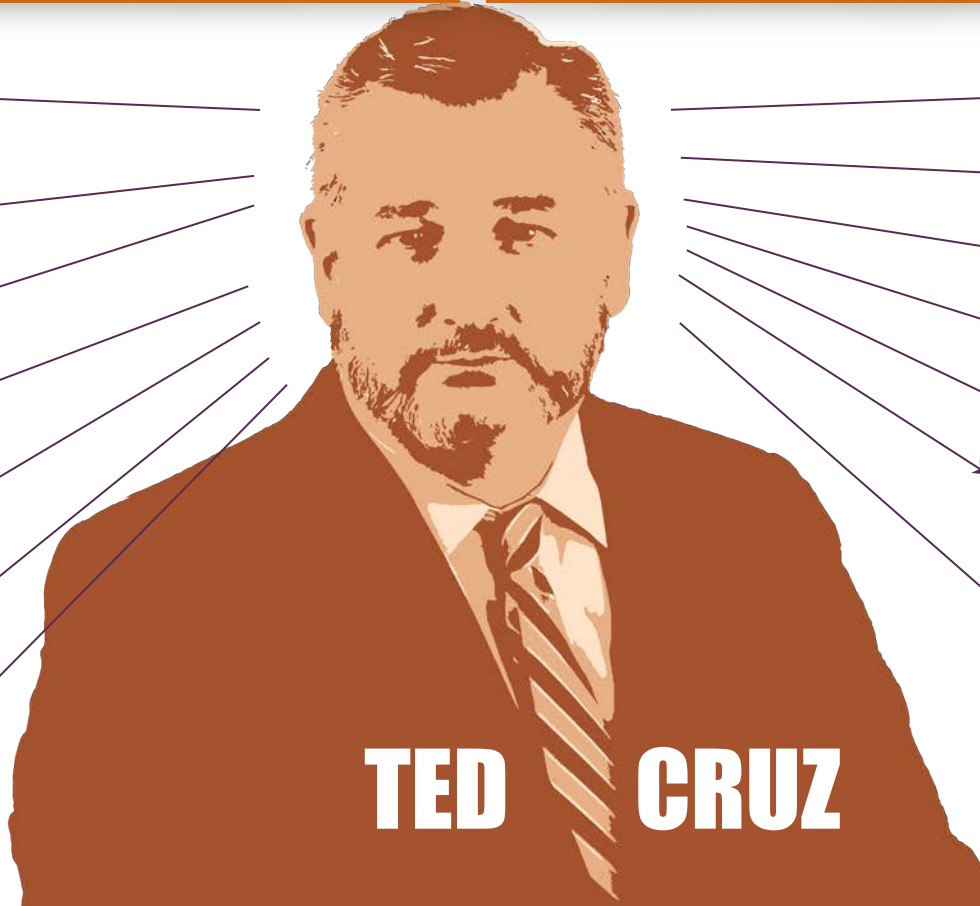


## WHAT HE CARES ABOUT

- ← Himself and Staying Senator
- ← Trump & the Republican Party
- ← The US & TX First
- ← Protecting Our Borders
- ← Stopping Human Trafficking
- ← Privileged Texans & Donors
- ← The Far Right Agenda

## WHAT HE DOESN'T CARE ABOUT

- Women's Issues
- Latinos
- Black People
- Minorities, in general
- The People of Texas
- Anyone who doesn't agree with him
- Immigrants



**TED CRUZ**



# WHAT DOES SEN. TED CRUZ

## CARE ABOUT?

**Himself &  
Staying Senator**

“I don’t think he cares about anybody except himself and the party he belongs to.” – Azra, Suburban AAPI

**Trump &  
The Republican Party**

“I think Ted Cruz is a scumbag. I think he is just one of Trump’s little puppets. Trying to fit in a white world.”  
– Carmen, Suburban Latino

**Privileged  
Texans & Donors**

“Sen. Ted Cruz does not care about the people of Texas, he is focused on his own career and how he can keep his wealthy donors happy.” – Fahad, Youth Vote

**The Far Right Agenda**

“I think he pushes the agenda for the very far right and that gets him votes in Texas, but I think as far as understanding the needs and wants for the general Texan, Ted Cruz is lacking there.”  
– Brandon, Non-College White

**The US & TX First**

“He helped prohibit the U.S. from giving visas to U.N diplomats that previously engaged in terrorist or espionage activities against the United States. He shepherded the U.S. Commercial Space Launch Competitiveness Act through Congress. He is also leading the fight in the Senate to support Texas jobs, rein in Big Tech, secure the border, and fundamentally reassess the U.S.-China relationship and hold the Chinese Communist Party accountable for covering up the coronavirus pandemic, committing human rights atrocities, and engaging in censorship, propaganda, and espionage in the United States.” – Paige, Suburban White

**Border Security/  
Stopping Human  
Trafficking**

“He loves Texans, wants to protect our borders, stop human trafficking.” – Olga, Border



# WHAT DOES SEN. TED CRUZ NOT CARE ABOUT?

## Women's Issues

"I don't think Ted Cruz really cares about people like me. He is very conservative and is pro life and also voted against reauthorizing the Violence Against Women Act, so I don't think he cares much about women's rights and I am a woman." - Victoria, Non-College White

## Latinos

"He pretends to be fully white, doesn't acknowledge Latinos." - Michael, Non-College White

## Black People

"He is all about trying to win a seat. He doesn't care what it costs or how many people he affects along the way. He is not for Texans. And he does not like Blacks." - Tyler, Youth Vote

## LGBT People

"He is against LGBT issues and doesn't support marriage equality for people like me. He is against immigration reform and does not support raising minimum wage, and is therefore against helping some of the most vulnerable people in our society. He is not good for the working class. He is pro repealing the affordable care act, which is currently the only thing keeping me insurable as a person with a long list of preexisting conditions." - Victoria, Non-College White

## The People of Texas

"Ted Cruz is fighting and resisting to save people's lives and the effort from the president to save lives." - Asma, Suburban AAPI

"I don't believe that ted Cruz is her for the wellness of our citizens in Texas." - Ivan, Suburban Latino

"He'll be vacationing when he should be leading and helping this state." - Evan, Suburban Latino

## Anyone Who Doesn't Agree with Him

"Ted Cruz is the worst person and hates everyone who doesn't agree with him." - Joel, Suburban Latino

## Immigrants

"I'm neutral but I don't feel like he is favorable for immigrants." - Mona, Suburban AAPI



## Ted Cruz's Soft Spot

When asked about Senator Ted Cruz, voters consistently brought up that they did not think Ted Cruz cared about them, using the extreme weather event of 2021, aka “the February Freeze,” and Cruz’s departure to Cabo as the quintessential example of how he couldn’t care less about Texans when the going got rough.

“

It is evident that he doesn't care since when we were faced with the winter storm in Feb 2021, he was about to bail to Cabo with his family. ”

- Wikas, Youth Vote

“

I think senator Ted Cruz runs when things get hard! He takes private jets to get away from chaos. ”

- Amanda, Suburban Black







# WHAT DO PEOPLE THINK OF SEN. TED CRUZ?

Voters also shared that Senator Ted Cruz **would be better for them if he...**

## Worked with the Other Side to Get Things Done

“Saw both sides because he only sees his. If he was more bipartisan he would do a lot better for the state of Texas.”

- Chad, Suburban White

## Resigned

“Would resign because he is not cut out for the job either. He is not a good politician.”

- Wikas, Youth Vote

## Was Accountable to Texas/Facts

“Admitted the evidence-based facts are real because it would show his accountability to the people of Texas. Because it creates transparency in that he serves and looks out in the best interests of the constituents of Texas.”

- Justin, Non-College POC

## Looked Beyond his Based

“Educated himself because he doesn’t seem to care about the problems and issues of the population of Texas, just the rural areas of Texas. He is with the very far right which I believe is a decreasing population in Texas, only represents those people.”

- Brandon, Non-College White

## Actually Helped People

“Connected with the communities and really tried to change things. It’s been a while since I’ve seen a politician actually help communities and individuals. Show that they really do care and what to impact their lives to make things better.”

- Tressa, Youth Vote

# 3

## The Story of 2022+

What Texans are thinking about now. What we can expect into the future. A peek into Texans' minds about the races for Governor and Senate.



# AS I HEAD INTO THE 2022 GUBERNATORIAL ELECTION, I KEEP THINKING ABOUT...

## Immigration & The Border, Any Way You Slice It

“Immigration, who is going to take care of this issue in the border?” - Jessika, Border

“Immigration is one main thing I want a change in in 2022.”  
- Alex, Non-College POC

“Border control!”  
- Jennifer S., Suburban White

“Immigration policy.”  
- Erica D., Suburban Latino

“Border control.”  
- John, Suburban White

## The 6-Week Abortion Ban & Women’s Rights

“It’s important to repeal the abortion ban.”  
- Cassandra, Suburban White

“I hope women get their rights back.”  
- Maaz, Non-College POC

“Repealing Greg Abbott’s law that women can’t get an abortion after 6 weeks.”  
- Victoria, Non-College White

“Make Texas a pro choice state.”  
- Rashmeen, Suburban AAPI

## Pocketbook Issues

“Lower taxes.”  
- Hector, Suburban Latino

“An increase to the minimum wage.”  
- Michael K., Non-College White

“Income and food prices.”  
- David, Border

“Higher minimum wage.”  
- Marissa, Non-College POC

## Gun Control & Getting Rid of Open Carry Laws

“I hope... that we will have more gun control laws restricting gun use.”  
- Humza, Youth Vote

“I wish we would do something about the open carry law.”  
- Rashmeen, Suburban AAPI


“Gun violence.”  
- Ivan, Suburban Latino

“I feel worried about gun carrying laws... There have been school shootings very close to my home.”  
- Asma K., Suburban Latino



# AS I HEAD INTO THE 2022 GUBERNATORIAL ELECTION, I KEEP THINKING ABOUT...

A leader who puts the people of Texas and their needs first,  
not personal aspirations or donor priorities.



"I want **a governor who actually understands what Texas really is**. Our biggest issue is roads that are hazardous and potholes and we need to fix that first because it's messing up our cars and nobody likes that." - Taqui, Suburban AAPI

"I just want a candidate that **will listen to all his Texans**. A candidate that will make Texans' health a priority. A candidate that **won't politicize everything**."

- Daisey, Suburban Latino

"The next coming governor needs to be **in sync with what the state needs**."

- Mario, Suburban Latino

"A governor who wants what's best for the state, **who doesn't try to put his donors ahead of the state**." - Chad, Suburban White

"Everything opposite of what Greg Abbott has been doing. **I want a Governor who will actually seem like he cares about Texans**." - Wikas, Youth Vote

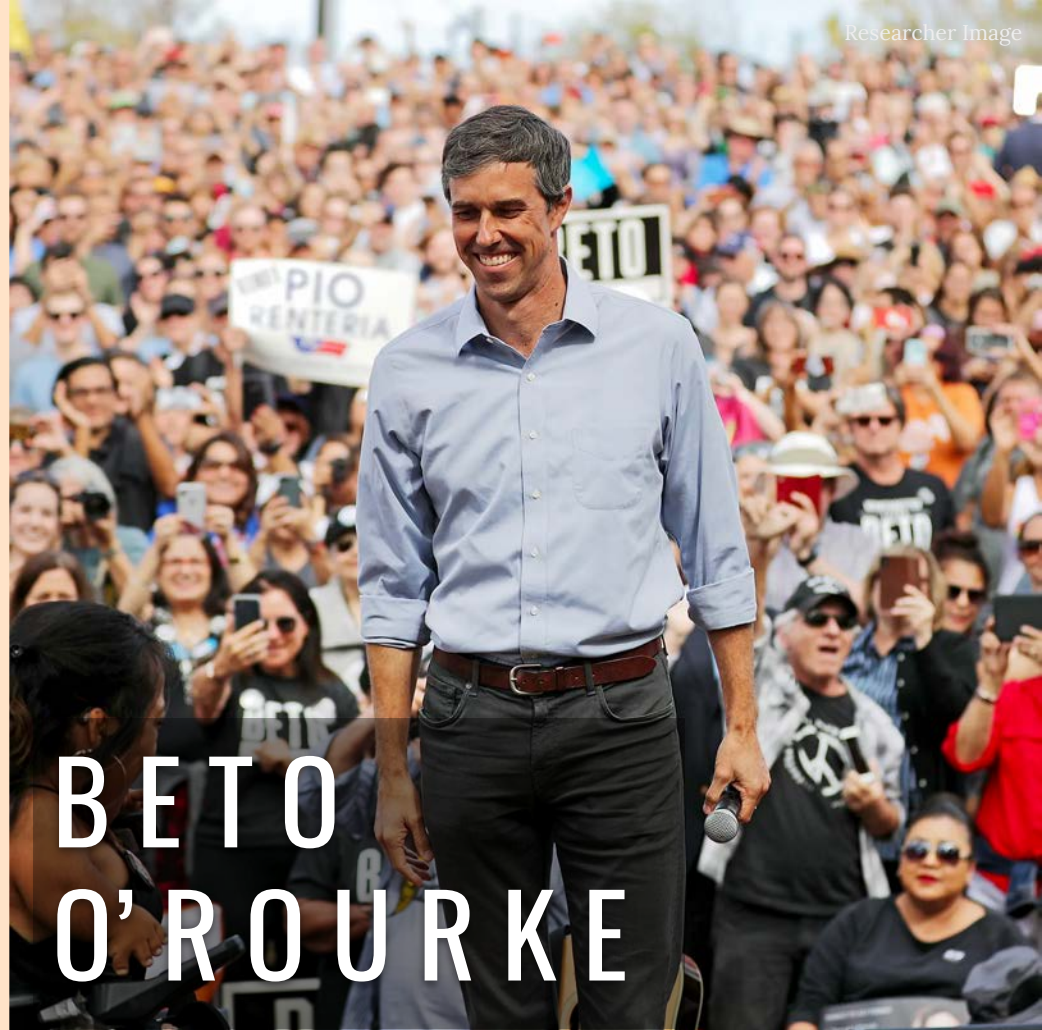


# THE RACE FOR GOVERNOR

## WHO DO TEXANS WANT TO RUN?

- Matthew McConaughey
- Don Huffines
- Greg Abbott
- Anyone but Greg Abbott

**BY AND LARGE, THE  
CANDIDATE WHO GENERATED  
THE MOST EXCITEMENT AMONG  
OUR PARTICIPANTS WAS**



# ABOUT BETO O'ROURKE...

Our Texas voters overwhelmingly held a **favorable opinion** of Beto O'Rourke – they like that he's experienced, holds views that they believe Texas needs & would bring something new to the table, is compassionate and caring, and will work in the best interest of Texans'. Their perception of him isn't just of a good candidate, but also a good guy.



“I like Beto! He has **devoted so much of his time and energy** in politics. I believe **he would work hard for us!**” – Amanda, Suburban Black

“Beto O'Rourke will be **running for the people of Texas, to serve Texans**. His view is to bring people of Texas together and to **end divisive politics and policies of Greg Abbott.**” – Asma A., Suburban AAPI

“I think he would **be better than both Greg Abbott and Matthew McConaughey.**” – Wikas, Youth Vote

“Beto is a great candidate in my opinion. He... **doesn't divide the house between Democrats and Republicans. He is for the people.**” – Rashmeen, Suburban AAPI

“I think he would do great and would be **an asset that already has government experience so he can hit the ground running.**” – Joel, Suburban Latino

“I think he would **steer Texas in a progressive direction, and improve the standard of living** for all.” – Michael K., Non-College White



# WHAT DO PEOPLE THINK OF BETO O'ROURKE?

However, O'Rourke doesn't come without concerns. Voters are **worried about his ability to win**, citing his (narrow) loss to Cruz 2018 and his failed presidential bid in 2020. Additionally, they're worried his **policies are too progressive for Texas**, and more aligned with a state like California.

## I'm Not Sold on Beto Quite Yet & Worried that he Can't Win

"I am open to it, but I want to know if he is just working off his **hype and appeal to the younger generation.**" - Justin, Non-College POC

"He **lost last time**, so not too sure about him ." - Nausheen, Suburban AAPI

"I think it's gonna be a good try but **ain't no way he can beat Abbott.** I hope, so but I wouldn't bet the farm." - Evan, Suburban Latino

"I think that it's interesting. I would for sure vote for him over Abbott, but **I think he may be a little to extreme for Texas.**" - Kassandra, Suburban White

## I Don't Like Him & I Certainly Don't Agree with His Policy Positions

"**I very much dislike Beto's border ideas and his tax plans.** He absolutely would not have my vote." - Brandon, Non-College White

"Great candidate for **New York or California.**" - DJ, Non-College White

"This guy is too **wishy washy.** I **do not trust a guy who has no integrity and wants to take away my gun rights.**" - Anthony, Suburban Black



# CRITICAL WATCHOUT FOR DEMOCRATS

Researcher Image

“I don't know what his values are.” -  
*Rahim, Suburban AAPI*

“I personally don't know enough  
about Beto to have an opinion,  
besides he tries to appeal to the  
Hispanic vote.” - *Paige, Suburban  
White*

“I would like to hear more about his  
campaign before deciding.” - *Tressa,  
Youth Vote*

Some of our Texas voters expressed **a total lack of information regarding Beto O'Rourke**. Not just his policy positions or campaign, but as a person. Even those who knew something still felt like they didn't have the whole picture.

In such a crucial race, in a landscape rife with disinformation and misinformation, it's critical that **voters get to know O'Rourke both as a politician and a person**. Not knowing who Beto is can be both an opportunity and a liability - and Beto needs to get ahead of it and get his story out before Republicans start telling it.



I chose Ned Stark from "A Game Of Thrones". A strong leader, with family as a priority who is not afraid to do what is right and just. He would focus on fairness and practicality.

I want someone who will fight for us and not afraid to get dirty and call out those people and interests getting in the way of doing what is right for all Texans. They are smart and aggressive and not afraid to fight someone to get what is right for all Texans. They would focus on increasing funding for teachers and schools and lower property taxes. They would lower my property taxes and ensure teachers get paid more so the schools have better education.

I chose Albus Dumbledore from Harry Potter. He was an intelligent and powerful leader but he had great compassion. He was charismatic enough for people to want to listen, humble enough to lead and attract followers. A similar person would be a great next governor of Texas.

I think this a perfect example of how a governor should look. this is a picture of president obama while he was a governor. This is where you could see his rising chasirmas, charm, and ambition on full display. I feel like the Texas governor should embodied the same or similar qualities and match the ambition.

While maybe a bit silly, I feel this picture accurately represents someone I feel would understand Texans as a whole better than our current leaders. A confident commanding voice who tries to help the people.

I chose Peter Burke from White Collar. What I like about Peter is that he is passionate. I also like that he is stern, but believes in second chances and achieving results the right way.

A strong confident leader someone smart who's serious about his goals and wants to help and connect with us to make Texas the best state.

Someone who gets to the point, upholds his promises... Someone who is for the people. He gives everyone an opportunity to win.

Some honest Texas and USA loving politician should come in.

Someone who would fight for what is right and go against the norm if need be to make sure the American people at taken cared of equally. Someone who is kind hearted but also has a stern fist at times.

Powerful, trustworthy, not afraid of anything... Will do anything for their people.

# TEXAS' IDEAL LEADER WANTED

Someone who is...

**Strong** and morally upright with a set of guiding values. Someone who is **not afraid to do what's right**, even if it comes at a personal cost to them. Someone who has a good heart, who **cares about Texans first and foremost**, who both understands their needs and is responsive to them. Someone who is sincere and advocates for fairness and unity within the state, but **doesn't try to change the core of Texas** – fierce, independent, and hard-working. Someone who is stable, **steadfast**, and practical who brings solutions to the table.

JFK would easily be the one look into a Texas Leader. Good heart and sincere wants for the country. Someone who is not afraid to go against the establishment. Focusing on a better tomorrow for texas and they would Texas a safer and more cleaner place. Being honest to the people is one of the most important points in a candidate.

I can visualize Steve Austin/Lee Majors as the next leader of Texas. He would have a magnetic personality, honest, would fight crime and unjustness, would be powerful enough to stand against bad and evil and be tough to fight the corruption and corrupt politicians.

I did like this character that represented his intellectual, analyzing and sympathizing with other but he also did not take any bad naming of his life and what he stand for.

Tall, strong and bold and puts laws back in place.

Someone who represents Texas Values with a straightforward personality but that could also be fun to be around. He would Focus on immigration allowing Texas have more welcoming immigration policies he would also focus on the cost of living and making sure every Texans who wants to be here can afford to be here. He would raise wages in his state also expand medicaid so more people would have access to healthcare.

Someone who won't back down and sticks to what is right and fights for the people.

Steve Jobs was talk, charismatic, approachable and simple. His presence effortlessly commanded a room. His wisdom was sprinkled with humor. He would focus on bridging the digital divide and creating equitable access.

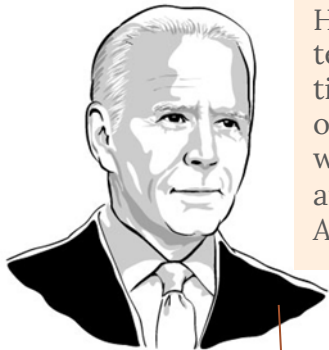
I chose this character as he is a strong male role model that embodies strength and Christian values.

I admired how he was always fighting for his land and did everything to protect his friends and family. He fought to get where he got and protect everyone.

I'd like to see a strong independent female Texas leader

# 2024: THE RACE FOR PRESIDENT

## WHO DO TEXANS WANT TO RUN?



"I'm hoping Biden and Harris run for another term. They need more time to clean up the mess of the horrible leadership we had prior to them arriving in office" - Amanda, Suburban Black

"Biden to be re-elected so he can continue working to better the USA."  
- Marissa, Non-College POC



"I'm hoping Trump runs and turns this all around to give us back our country."  
- Janel, Suburban White



"Michelle Obama because she likes to help people out and cared about people." - David, Border

"I hope that DeSantis from Florida runs for president. He is strong candidate that does what he says!" - Jennifer S., Suburban White



"Bernie Sanders because his values are great and he's for the people!" - Michael C., Youth Vote

# 2024: THE RACE FOR SENATE

## WHO DO TEXANS WANT TO RUN?

By and large, **Texas voters want to be represented by Beto O'Rourke** in some way, with a majority of them putting him at the top of their list of candidates for Senate. Other candidates made the list too, with **more voters than not wanting Ted Cruz out**, replaced by anyone else, but **preferably a Democrat** so the party can have some representation in the Senate.

### SUBURBAN WHITE VOTER CALL OUT: Ted Cruz!

"**Ted Cruz** for Senator." - John,  
Suburban White

"I hope **Ted Cruz** stays in office." -  
Janel, Suburban White

"I hope **Ted Cruz** runs again because I  
think he would **be great**." - Jackie,  
Suburban White

### Anyone but Ted Cruz... Please

"For Senator... **anybody but Ted Cruz**." -  
Taqui, Suburban AAPI

"For Senator... I likely would hope for  
**someone other than Ted Cruz**." - Ethan,  
Suburban White

"I also hope that we can at least **replace  
Ted Cruz** with a senator who is more **in  
touch with what Texans want, not just  
what he wants**." - Chad, Suburban White

"For Senate, **anyone but Ted Cruz**." -  
Wikas, Youth Vote

### A Democrat so We Finally Have Some Representation!

"I hope that we have a **capable  
Democratic... senator**. I do believe that  
Democrats have been **more  
understanding to the low income**  
citizen." - Ivan, Suburban Latino

"For Senate I don't think of one person  
in particular but I am hoping **we get a  
Democrat to really advocate for the  
Democrats in Texas, which make  
almost half, if not more than half of  
Texas, yet we only got Republican  
representation**." - Joel, Suburban  
Latino

4

## **What Is Texas Really?**

What Texas is like & What Texans want.



A young girl with curly hair is smiling and hugging a lioness. The lioness is looking up with its mouth open, showing its teeth. The background is a soft, out-of-focus natural setting.

# WHAT IS TEXAS, REALLY?

Our Texas voters indicated a lot of pride in their state, characterizing it as a place where, at its best, was a place of opportunity, affordability, growth, independence, and self-reliant strength.

“We're all one giant family - we always help each other out.” - *Luis, Border*

“This state has the capabilities to be a complete independent country with all of its natural resources such as oil and agriculture. I feel it truly represents what it means to be an American and have American values. The cost of living is less. Vast land and nature. I love Texas with all my heart.” - *Arjun, Suburban AAPI*

“I feel comfortable being in Texas and I like the low cost of living, the friendliness of fellow Texans and the sense of independence from the rest of the country in which we have our own distinct identity. I am a proud Texan native and there is a strong sense of loyalty and respect.” - *Justin, Non-College POC*

“Texas is a friend to me - sometimes we don't agree but its giving me a decent life. Photo symbolizes how Texas is a friend but dangerous at times as we don't always agree.” - *Joel, Suburban Latino*

Imagine you had a  
**magic wand**  
and could  
pass any law  
at all  
**that would**  
**help make**  
**your life**  
**easier...**



# I'd want to pass a law to...

## Make Healthcare Affordable and Accessible to All

Our voters were clear in their desire for **affordable, accessible healthcare**. Pointing to the struggles they and others have had to endure at the expense of the system, including forgoing care, they want a new system that won't bankrupt them for falling ill, isn't tied to an employer, and allows them the peace of mind to take care of themselves.

"Free healthcare, though I think it's probably pretty far off in America. I have been lower class my whole life and when I was a kid, you didn't go to the doctor unless something was really wrong. Getting older and meeting new people, I've realized that so many people can relate to this and that many of them are still not seeking healthcare because they can't afford it. **So many people don't go to the dentist, have never gotten a check up in their lives, or know something is seriously wrong but can't afford to go to the specialists they need.... It would change my life** because I would **no longer live in fear every time I experience a new symptom of my chronic illness.**" - Victoria, Non-College White

"National health insurance and national paid leave. **Lots of people struggle as when get sick and can't see a doctor, or they are dependent on a job and cannot take a sick day** and get others sick (because of lack of pay) and if they get fired or want to venture to a new job, they have to see if they offer good enough health insurance. If national health insurance was a thing, then people can just get a job or leave as necessary without fear of not being able to get treatment if sick." - Joel, Suburban Latino



# I'd want to pass a law to...

## Enable Financial Freedom & Security

With money ever on their minds, our voters are also calling for **financial freedom and security**. Feeling like their earnings are being outpaced by the rising cost of living and having to work multiple jobs or more hours just to stay afloat, raising the minimum wage and accommodating rising costs would significantly improve their lives.



“One law I would pass right now is a **cost of living freeze** so people could actually **recover and be okay without working 3 jobs just to pay the bills**. It would change my life because I wouldn't have to worry about my rent going up every time we have to renew our lease. It would also help countless people across the country so they could actually enjoy their lives.”

- Chad, Suburban White

“To **raise minimum wage and lower the cost of insurance** so hard working, but lower class people wouldn't struggle as much or have to work as many hours and **be able to afford health care and pay their bills without struggling**.”

- Marissa, Non-College POC





# CRITICAL OPPORTUNITY FOR DEMOCRATS

Researcher Image

“I spend a lot on healthcare costs and probably will continue to in the future, and **Democrats are better for healthcare reform.**”

– Victoria, Non-College White

“Democrats. **Cheaper healthcare.** Saves me more \$.”

– Jennifer G., Non-College White

**We’ll touch on this more later**, but for our Texas voters, there was no differentiation in rationale for choosing whether Democrats or Republicans were better for their personal finances. They pointed to stimulus checks provided throughout the course of the pandemic, as well as perceived tax breaks.

However, **highlighting Democratic-lead efforts in healthcare** – maintaining the Affordable Care Act, fighting for dental and vision insurance to be included in Medicare coverage & allowing Medicare to negotiate drug prices, and even the idea of a universal healthcare system – **and tying them to Texans’ pockets is critical.** We’ve seen just how important the cost of healthcare (and almost everything else) is to these voters, and capitalizing on the ways Democrats can both save them money and fight for, if not deliver on, popular policy ideas is a win for everyone.

# WHAT ELSE DO TEXANS WANT

Aside from a lower cost of living and accessible and affordable healthcare, voters talked a lot about wanting to live in a state that gave them the chance to achieve their dreams through affordable housing, higher wages, and barriers removed to achieve their dreams. They also talked about the importance of improving infrastructure - a touchpoint for many voters on whether the government cares about them or not - as well as their desire for a freer, safer Texas - that gave them reasonable protection from physical harm while also ensuring they had the bodily autonomy to live their lives. Finally, our voters talked about the critical importance of prioritizing Texas and Texans over people coming in from elsewhere, with investment in Texas' and Texans' future, topping the list.



# A PLACE TO HUSTLE, AND LIVE, AND ACHIEVE

More than any other state we studied, we were struck by the hustle and achievement culture of Texans. A significant majority of our voters talked about building wealth, hustling toward success, working hard and achieving the American dream. Whatever the background - whether they had grown up or moved to Texas, the idea of Texas was one where if they worked hard, Texas would make it possible for them to achieve with a low cost of living, low taxes and little regulation.

Where the rubber hit the road, however, was in the rising costs of Texas living, from housing to healthcare, and the sense that the state was not willing to invest in the success of its citizens through education, infrastructure or elsewhere.

**Texans longed to get back to the Texas of their dreams, where unencumbered, they could achieve their own American dreams.**





# WORKING INFRASTRUCTURE NOW AND INTO THE FUTURE



Because “Winter is Coming” and for so many other reasons, our Texas voters spent a lot of time talking about the need for working infrastructure. The “February Freeze” event of 2021 was still fresh on their minds and an example of how Texas needs to be improve everything from its power grid to its highways and beyond. Many indicated that the power grid should not be privatized and expressed frustration that the grid, even with a cold winter ahead, had still not been fixed.

Additionally, voters called out the need for better, more accessible public transportation, saying that inter-city transportation (between Dallas to Houston, San Antonio to Austin, etc.) and in lower-income communities was critical. They also indicated that transportation, in general, should be made more efficient, energy-wise. Across the board, voters could all agree that they both love and wanted more parks.

**For voters, infrastructure was not just about going from here to there, it was knowing if their government valued them - or not.**

What Texans Want



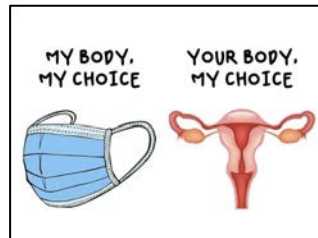


# A FREER, SAFER TEXAS

A significant number of our voters were concerned about safety and freedom. Between the rise of crime (physical threats, break-ins), the ongoing pandemic, school shootings, and the new permitless open-carry law that had parents in a panic, voters indicated that Texas felt particularly unsafe to them. Suburban Latinos, Suburban AAPI, and Suburban Black voters, in particular, called out big concerns around safety.

Voters also called out the feeling that they were less free as a result of these safety threats, causing them to modify their behavior, in addition to the freedom-limiting abortion law that restricted choices for women in the state.

**It's worth noting that the safety that our voters were looking for wasn't the hand-holding, coddling kind of safety. They fully understood what Texas was. What they were looking for was the shutting down of unnecessary chaos inflicted on them by people looking more to prove a point than taking care of people.**





# TEXA(N)S FIRST



Our Texas voters placed a great deal of pride in the self-reliance of Texans and in the ability to achieve in the face of adversity. And yet, the state government's push to attract outsiders into the state has caused an unusual level of adversity in the form of significantly increased cost of living and housing prices. Our voters talked about outsiders coming in, whether they be from the border or recruited in by companies or coming over from California and Nevada and were frustrated that they weren't appreciated and that their needs weren't being attended to first over these outsiders.

**Our voters longed for a Texas that values its people first** (especially non-college whites) – **that invests in them through policies and programs** (especially AAPI, youth votes) **like education and jobs for the future.** Our voters wanted to know that they were getting something for their taxes (especially Suburban Latinos) and that **Texas was investing in them.**

What Texans Want



# CRITICAL OPPORTUNITY FOR DEMOCRATS

Texas has always led the nation in energy and now, we believe there could be a critical opportunity for Democrats to talk about leading the state - and the nation - into the 21st century of energy policy.

Many of our voters expressed concerns about the stability of the future for their kids and grandchildren, with clean air and clean water being of concern as well as good jobs with benefits that would support them (and not be taken away by robots).

Democrats are strongly associated with long-term thinking about the future and tech, and with Texas' tech expertise and history of innovation, and the recent failure of the energy grid ( associated with Texas GOP leadership), Texas could take the opportunity to lead the nation into the future with sustainable energy innovation that provides great jobs for native Texans.

# 5

## Hot Topics

Parental Rights & Education; Work, Jobs & The Economy;  
Immigration; Legislation in the News; The Pandemic; The  
Extreme Weather Event of 2021; Race & Racism; Healthcare;  
Abortion; Crime



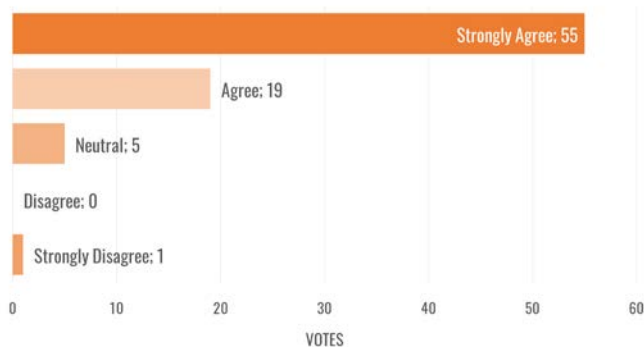


# **PARENTAL RIGHTS & EDUCATION**

# PARENTAL RIGHTS & EDUCATION

## How Strongly Do You Agree or Disagree with the Following Statements:

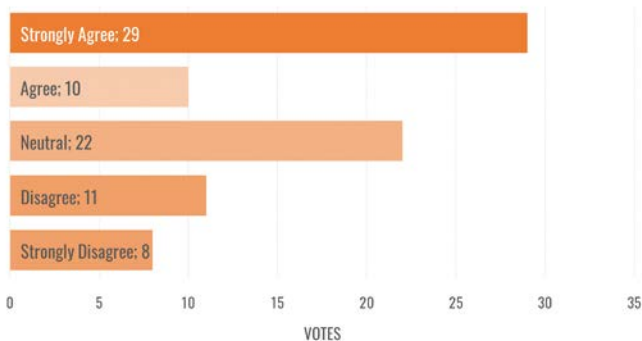
To prepare children for the future, we need to teach them both the good and the bad of our history so that they better understand the lives, cultures and experiences of different people.



91%

of participants answered agree or strongly agree.

Parents should have more of a say in what their children are taught.



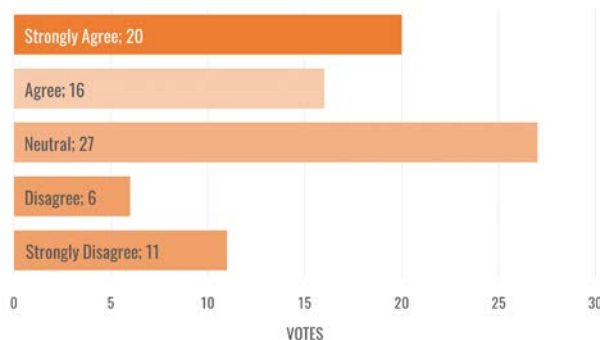
48%

of participants answered agree or strongly agree.

# PARENTAL RIGHTS & EDUCATION

**How Strongly Do You Agree or Disagree with the Following Statements:**

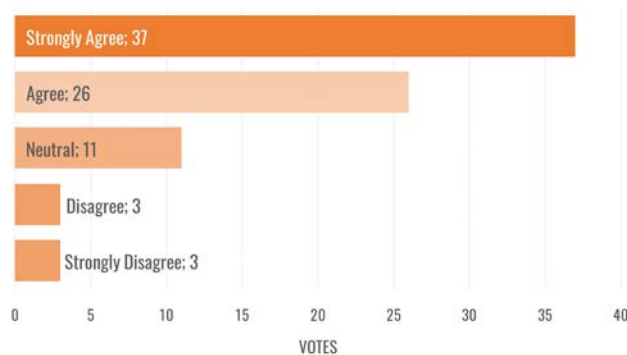
**I would appreciate a Parents' Bill of Rights in Texas.**



**44%**

of participants answered **agree** or **strongly agree**.

**I'd rather see politicians focused on supporting public schools, not on divisive issues.**



**78%**

of participants answered **agree** or **strongly agree**.



# THOUGHTS ON EDUCATION

## PARENTAL RIGHTS AND EDUCATION

When asked about education, Texas voters strongly came out saying two main things - that education is critically underfunded and undervalued, and that we should focus on paying teachers more. It should also be noted that Sen. Ted Cruz got props on education, with his support for the 529 bill that allows parents to fund their kids' education, tax free, into the future.

### More Funds for Education

"The lack of support in the field of education, especially adult education, leaves me up at night. The additional responsibilities with no additional pay wears on those of us who wish to remain as available for our students as possible, but when administrators are more concerned with budgets and test scores versus educational outcomes and progress reports; then it's problematic and stressful." - *Monica, Suburban Black*

"We have to have a good education for our children and other people and good financial resources and loans to school and loan forgiveness." - *Victoria, Non-College White*

"Teachers are paid poorly for how critical they are to the nation as a whole." - *Ethan, Suburban White*

### We Need Better, Top of the Line Education

"As far as education I think all kids deserve top-of-the-line education with top-of-the-line teachers." - *Carmen, Suburban Latino*

"We need a stronger education system." - *Luis, Border*

"Our children suffer from getting a good education cause government focuses more on the illegals' education. They seem to have better rights than an American." - *Olga, Border*





# THOUGHTS ON EDUCATION

## PARENTAL RIGHTS AND EDUCATION

When asked about whether parents should have a say in their kids' education, a good number of parents indicated that it was important to them to have a say, after all they were responsible for their children. Regarding CRT, our voters didn't spontaneously bring it up all that often. When they did, their views were mixed. **Ultimately, voters wanted to ensure that the quality of education in Texas improved.**

### Mixed Feelings about CRT

"I am against teaching Critical Race Theory to younger kids, maybe they can teach that at high school levels." - *Nausheen, Suburban AAPI*

"I know that Greg Abbott just signed a bill limiting what teachers can teach about Critical Race Theory. People need to be educated about race." - *Victoria, Non-College White*

"Stop Critical Race Theory." - *Abigail, Border*

### And Parents Should Have a Say in Their Kids' Education

"We should have a say in our children's education." - *Juan, Border*

"Government shouldn't get involved in school education and it shouldn't have a say in whether they should mandate masks or not." - *Daisey, Suburban Latino*

"Nowadays they are teaching kids about sensuality and being homosexual. This is wrong on many levels. In the whole world USA is one of the worst in education. This needs to be changed and we should have a much better education system teaching kids to be smarter, brighter and more accepting of one another. Teach the kids both the good and bad history just like Germany does." - *Arjun, Suburban AAPI*



# **LET'S TALK MONEY**

## **PERCEPTIONS OF WORK, JOBS & THE ECONOMY**

# ABOUT THE CURRENT COST OF LIVING:

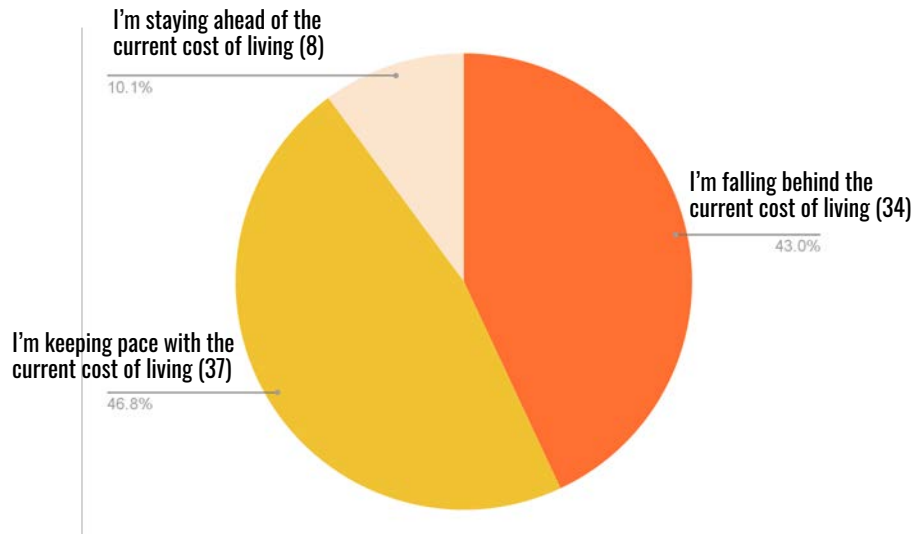
**10%** of participants said they are **staying ahead** of the current cost of living

**43%** of participants said they are **falling behind** the current cost of living

**47%** of participants said they are **keeping pace** with the current cost of living

Reflecting on your own financial situation, which statement best reflects you and your current situation:

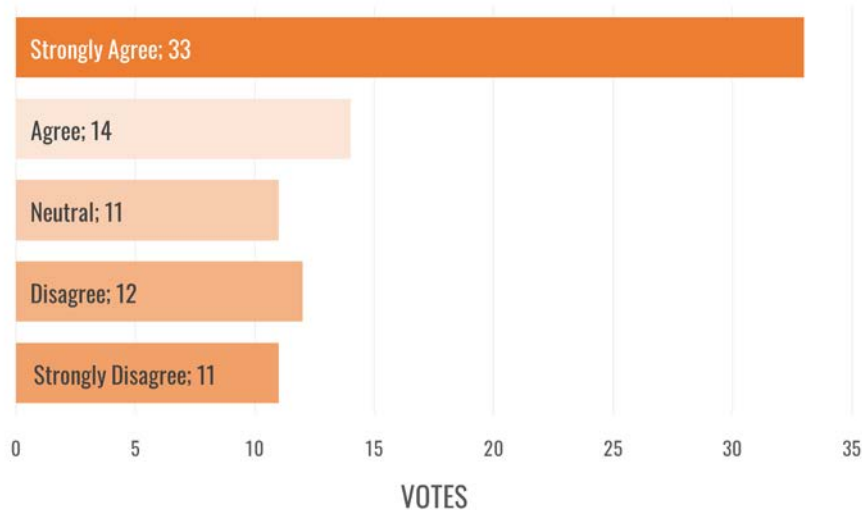
I'm **keeping pace**, **ahead**, or **falling behind** the current cost of living.



How Strongly Do You Agree or Disagree with the Following Statement:

There are too many people in this country looking for handouts instead of real work.

**58%** of participants answered **strongly agree** or **agree**.



## PERCEPTIONS OF WORK & WORK ETHIC





# HOW DO PEOPLE PERCEIVE THE COUNTRY'S WORK ETHIC?

More than half of Texas voters feel that the **unemployment assistance** offered throughout the pandemic (coupled with an already enabling social safety net) **has made the country lazy** – wanting things handed to them without putting in the effort. However, others pointed to **a stagnant federal minimum wage & a general lack of respect of workers as human beings** as the true problem.

## We're Relying too Much on the Government & Have Been Coddled by their Assistance

"From my own observations... **many people decline jobs that are offered to them while stating, 'No thanks, I make more off welfare.'** I have nothing against welfare, but in many cases, it makes many Americans weak and not want to find work." – Paige, Suburban White

"I believe that most people don't believe in working hard anymore because **there are so many programs that'll help them out without them having to do anything.**" – Erica DLT, Youth Vote

"It's important to remember that **the government is not intended or designed to create livelihoods** and conduct themselves as social gods. It's important that we keep a strong work ethic... on an individual level." – Richard, Non-College White

## The Real Issue is a Lack of Livable Wages

"I think **people are just trying to find decent work that pays them a fair wage**, and if companies don't provide that, **no one should be judged for staying on unemployment just so they can pay their bills.**" – Victoria, Non-College White

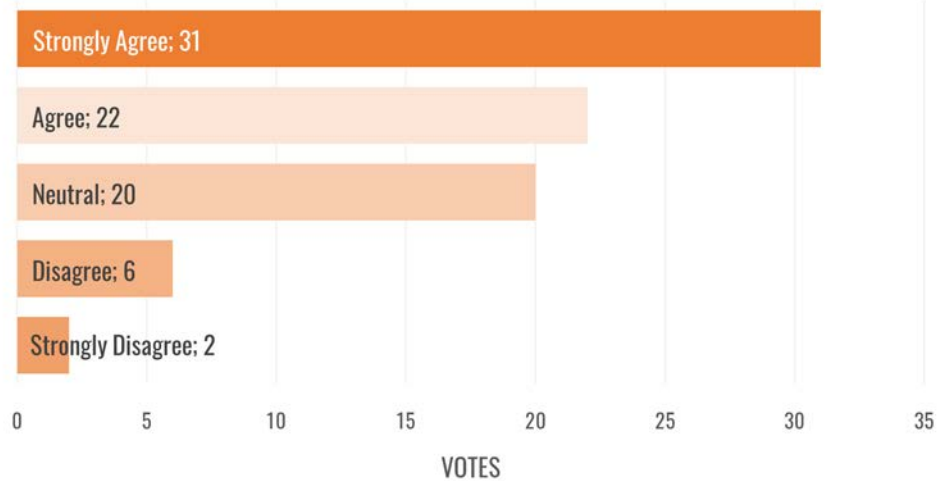
"A lot of Americans are willing to work for what they need, but **nowadays it feels like a lot of businesses don't value workers very highly**, and thus I feel a lot of workers are tired of it, wanting to get paid what they feel is right. And a lot of them are **very hard workers who just can't take such little pay anymore. Working two jobs to survive shouldn't have to be a requirement.**" – Ethan, Suburban Latino

# PERCEPTIONS OF WORK & WORK ETHIC

How Strongly Do You Agree or Disagree with the Following Statement:

The American worker works too hard for what they get.

**65%** of participants answered **strongly agree** or **agree**.





# HOW DO PEOPLE PERCEIVE THE COUNTRY'S WORK CULTURE?

Nearly two-thirds of Texans agree that Americans are working too hard for what they get, namely in the form of wages – they are **working far too much for much too little**, without a guarantee of financial security.

## There's a Major Discrepancy Between What People are Paid & How Much They Actually Work

“On the flip side of that, I feel that many **people work VERY hard for little pay**. Look at first responders, teachers, etc. There is a huge crises in teaching happening currently and I believe **the pay not matching the type of work being asked** is partly to blame.” – Paige, Suburban White

“It's not about too many people not wanting to put in the work, I believe that **people aren't... being paid for the amount of work that they're putting in**. People need to be paid accurately according to the amount of work they put in. Some **jobs are under paying a lot of their workers** for the amount of work that they're putting in.” – Soniya, Suburban AAPI

## & It's Absurd that People Can't Afford the Necessities by Working Only One Job

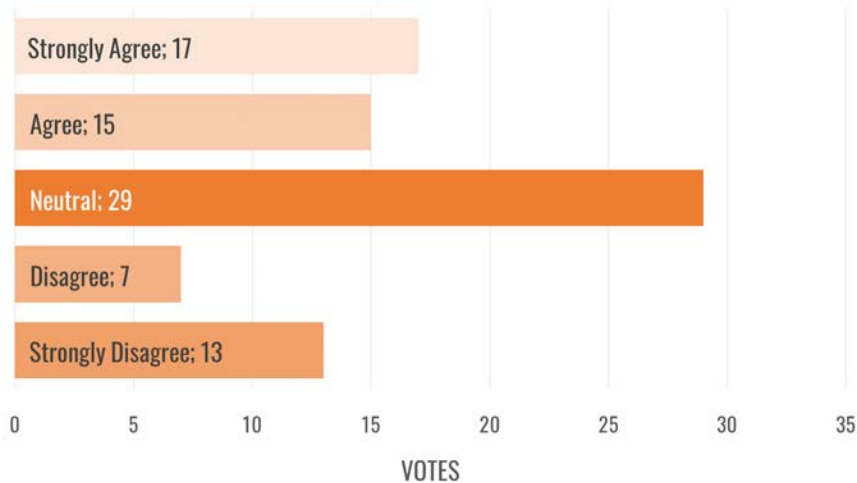
“I definitely think people work too hard for what they get. **Anyone working a full time job should be middle class, not struggling, not starving, and easily able to pay rent or a mortgage**. That is becoming harder and harder to find, and the Republican party does not seem to care.” – Victoria, Non-College White

“I do think **working 3 jobs just to pay for a house or an apartment you are never at because you're always working is a little much**.” – Chad, Suburban White

How Strongly Do You Agree or Disagree with the Following Statement:

The Democratic party delivers more for the American worker than the Republican party.

**40%** of participants answered **strongly agree** or **agree**.



## PERCEPTIONS OF WORK & WORK ETHIC





# DEMOCRATS VS. REPUBLICANS:

## WHO'S BETTER FOR THE AMERICAN WORKER?

While **Democrats were seen as being generally more for worker protections**, our Texan voters also **see their efforts (i.e., unemployment assistance) as hindering productivity**, even having the opposite result than intended.

### Democrats – They Fight for Workers' Rights...

“The Democrats have shown time and time again **they are willing to give the breaks to people that work and need them**, while the Republican party is only trying to cut benefits and save taxes and help businesses out, which never trickle down to the workers.” – Joel, Suburban Latino

“The Democratic party **fight[s] more for workers' rights and equality** for all.” – Cassandra, Suburban White

### But it's just an Illusion that they're Better (& Republicans aren't, Either)

“The idea that the Democratic party delivers more for the American worker than the Republican party is an illusion in my opinion. **Although they do make attempts to increase wages for American workers and incentives for American businesses, those increases equate to inflation and higher tax. So increased inflation and higher tax really don't equate to higher progress.**” – Jennifer G., Non-College White

“I honestly feel **both parties don't really care about the American worker**, they just see them as a paycheck.” – Chad, Suburban White

### & Their Efforts to Help are Actually Inhibiting Workers' Independence

“It is true **the Democratic party gives too much. They need to let the people get back to work.**” – John, Suburban White

“Republicans help workers more than Democrats. Sad but true. **Democrats provide WAY too many handouts and only work to DISCOURAGE people from working...** The system is set up for people to win by being lazy.” – Adrienne, Suburban Black



# WHICH POLITICAL PARTY IS BETTER?

## THE ECONOMY

By a close margin, **our participants believe that Democrats are better for the economy**, getting nods for their **egalitarian economic views & their openness to new ideas**. However, Republicans were lauded for their business acumen and keeping jobs in the USA.

**46%** of participants say that **Democrats are better for the economy**

“The Democrats because they **pass laws and rules that benefits the normal everyday people**, who spend that money and help the economy grow.” - Joel, *Suburban Latino*

“I feel like the Democratic Party is better for the economy because they have **a broader way of looking at things. They are open to new ideas** which can be beneficial for the people, especially the youth.” - Soniya, *Suburban AAPI*

“I believe Democrats are better for economic growth. Republican policy focuses more on short term profits, than **long term gains**.” - Michael K., *Non-College White*

**39%** of participants say that **Republicans are better for the economy**

“Republicans are much better for the economy compared to Democrats, considering **Democrats care more about our rights and equality whereas I feel Republicans are more business-oriented and care about our economic status**.” - Nadine, *Non-College White*

“The Republican party because they value **building businesses in the US** and restricting trade with China and other countries that look to take advantage of the debt.” - Justin, *Non-College POC*

“The Republican Party does more to **expand jobs in our country**, gives tax breaks, and **wants more work given to Americans rather than exported** offshore.” - Paige, *Suburban White*



# WHICH POLITICAL PARTY IS BETTER?

## PERSONAL FINANCES

Our Texas voters **pointed to the same things within each party** that lent to their perception of one being better for their personal finances than the other. The **stimulus checks during the pandemic** (especially the initial payment under Trump), and **perceived tax breaks** due to economic class & personal circumstances were key, but **ultimately, nearly half of our participants believe that Democrats are better for their personal finances.**

**49%** of participants say that Democrats are better for their personal finances

“Democrats are better for my personal finances because **they don't tax the middle class or lower class nearly as much as the Republicans do.**” - Chad, Suburban White

“Democrats. They pass laws that help me financially by **giving me more credits or expanding the economy**, which enables me to be do better.” - Joel, Suburban Latino

“The Democratic party is better because it's **putting money in people's pockets.**” - Daisey, Suburban Latino

“The Democratic party as they **put money in our pockets during the pandemic and helped us from losing our homes.**” - Wikas, Youth Vote

**33%** of participants say that Republicans are better for their personal finances

“Republicans. **Democrats now want to tax you on every mile you drive!**” - Arjun, Suburban AAPI

“Republicans as I enjoy **tax breaks** and choices.” - Janel, Suburban White

“Republicans - **I am a business owner** and the Republican party is more interested in business.” - Adrienne, Suburban Black

“Republicans, financially they did **way more to help the COVID financial situation.**” - Samantha W., Non-College POC



# WHAT ABOUT THE ECONOMIC RECOVERY?

Texas voters drew a clear line between who would benefit from the economic recovery plan who wouldn't, with themselves landing in the latter camp. Instead, **those who didn't deserve it would benefit, and our participants would pay the price down the road.** Or, alternatively (& more positively), **entities and people who actually needed help** to make it through the hardships of the pandemic would benefit.

## Lazy People & Certainly Not Me because of Impending Inflation & Tax Increases

"It's for the **people that don't want to work** because they're better off on welfare. No incentives to work when you can apply for FREE." - Olga, Border

"I think it's for the poor. Don't think I'll benefit, rather **pay more taxes.**" - Maaz, Non-College POC

"Mostly the people who will benefit from this will be **the lazy ones.**" - Tam, Suburban White

"I won't benefit really from this. I think that the recovery will be slow and that **we might come out worse for it because of inflation and over spending.**" - Rahim, Suburban AAPI

## Those Who Truly Need It, like the Middle & Lower Classes & Even (Small) Businesses

"The **middle class and lower income**, it will benefit the people who need it." - Marissa, Non-College POC

"I don't think I will personally benefit from this. I think it's more for **small businesses.**" - Meaghan, Non-College White

"I think this is for the **people that are low income or middle class...** someone who... survives off one income. Someone who has no retirement savings and will be greatly affected by inflation." - Rashmeen, Suburban AAPI

"The economic recovery is **for businesses to keep people employed.** My business has benefitted and could **continue to benefit.**" - Adrienne, Suburban Black



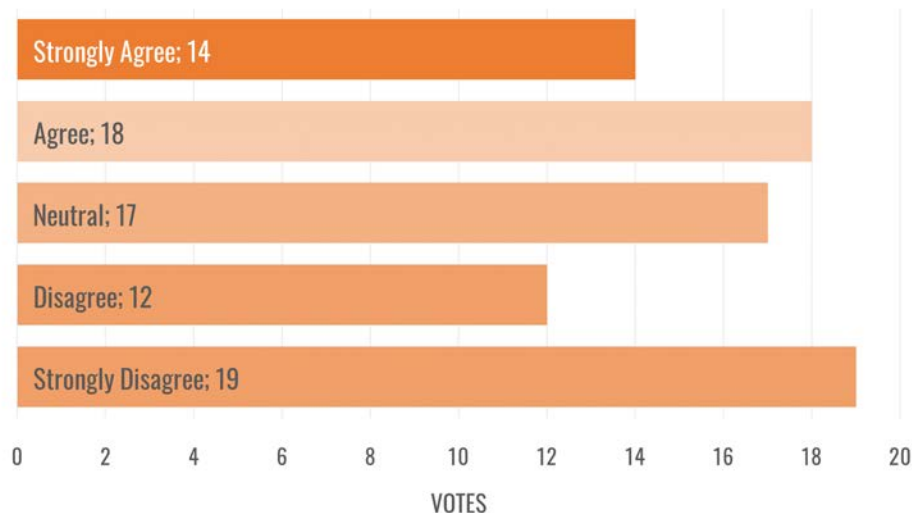
# IMMIGRATION



# ON IMMIGRATION

How Strongly Do You Agree or Disagree with the Following Statement:

The Trump administration did a better job with the border than the current one.



## Suburb Black

44%

of participants answered agree or strongly agree.

## Suburb Latino

40%

of participants answered agree or strongly agree.

## Non-College White

60%

of participants answered agree or strongly agree.

## Border

30%

of participants answered agree or strongly agree.

## Youth Vote

18%

of participants answered agree or strongly agree.

## Suburb AAPI

27%

of participants answered agree or strongly agree.

## Non-College POC

33%

of participants answered agree or strongly agree.

## Suburb White

60%

of participants answered agree or strongly agree.

# CHAOTIC & UNCONTROLLED

A minority of our participants (including nearly all border voters) sees the situation at the border as representative of a bigger problem: a chaotic and uncontrolled system (or lack thereof).

"I selected this image of a **disaster** to symbolize the US-Mexico border crisis. We must support our border patrol and continue to fund their efforts. We must stand behind our border patrol and not allow the media to downplay the significance



of their work. The wall is not a solution as tunnels have been in existence for decades. We need to rely on advanced technologies to **monitor and secure our borders**. It is not only Latinos who are illegally entering. It is not only people seeking a better life who are illegally entering. **We need to know who is entering and what their true motivation for entering is.**"

- Jennifer G., Non-College White

"I think the current situation and the way that **immigration was handled with the transfer of powers** between the Trump and Biden administrations **created a big influx of new immigrants and overwhelmed the border.**"

- Chad, Suburban White



"Border control is **very weak** and needs to be strengthened. It is now just a... **big opening for all to enter.**"

- Alex Non-College POC

# INHUMANE TREATMENT

Bringing in images of children alone, behind bars & in cages, a majority of our non-border participants took issue with the way we treat immigrants, other human beings, as less than human. Particularly upsetting was the separation of families, viewed as a morally reprehensible practice, as were the general deplorable conditions of processing centers.



**“I don’t think humans, period, should be in cages like this. It hurts me to see people like this looking for a better environment to live.”** – Rafael, Border

**“People come here for a better future for them and their children. We need to stop treating them inhumanly and give these people a chance. This makes me feel so sad because this country is not helping people.”** – Reyna, Non-College POC

**“The border issues have been handled with disgrace and no dignity. This is a disgrace to the country as a whole. Why would anyone think it makes sense to put a human, especially a child, in a cage. This is disgusting. Anyone who could conceive of such a thing is a sick and twisted individual.”** – Adrienne, Suburban Black

**“People still need to be treated equally & we know that they are not being treated equally at the border just because they are an immigrant. Kids being separated from their families, it’s just not right.”** – Tressa, Youth Vote

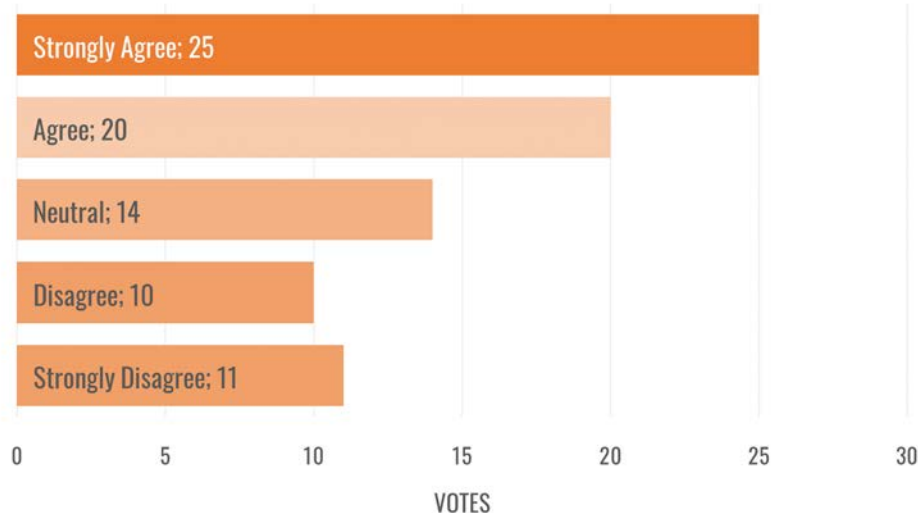
**“Our country treats criminals better than those trying to find a better life.”** – Michael K., Non-College White



# ON IMMIGRATION

How Strongly Do You Agree or Disagree with the Following Statement:

On the whole, America benefits from immigrants and immigration.



## Suburb Black

55%

of participants answered agree or strongly agree.

## Suburb Latino

50%

of participants answered agree or strongly agree.

## Non-College White

60%

of participants answered agree or strongly agree.

## Border

40%

of participants answered agree or strongly agree.

## Youth Vote

63%

of participants answered agree or strongly agree.

## Suburb AAPI

81%

of participants answered agree or strongly agree.

## Non-College POC

44%

of participants answered agree or strongly agree.

## Suburb White

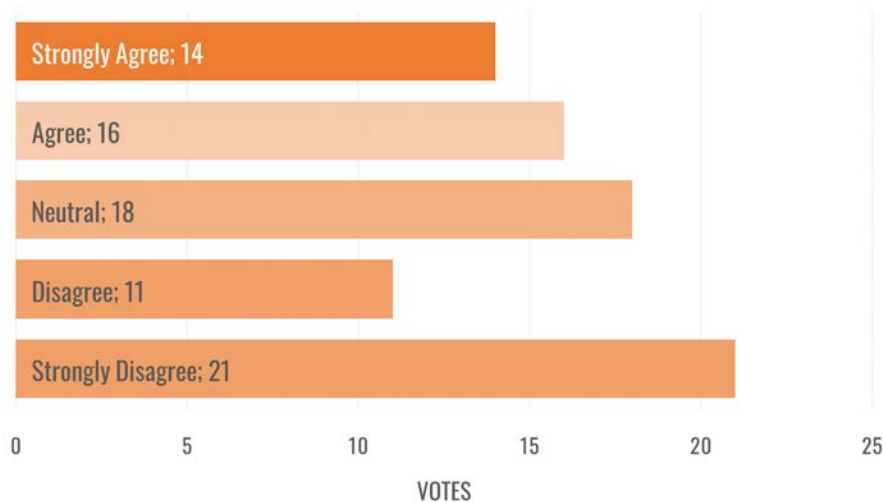
50%

of participants answered agree or strongly agree.

# ON IMMIGRATION

How Strongly Do You Agree or Disagree with the Following Statement:

America should be letting more immigrants in than it currently does.



## Suburb Black

**22%**

of participants answered agree or strongly agree.

## Suburb Latino

**40%**

of participants answered agree or strongly agree.

## Non-College White

**30%**

of participants answered agree or strongly agree.

## Border

**40%**

of participants answered agree or strongly agree.

## Youth Vote

**54%**

of participants answered agree or strongly agree.

## Suburb AAPI

**63%**

of participants answered agree or strongly agree.

## Non-College POC

**33%**

of participants answered agree or strongly agree.

## Suburb White

**10%**

of participants answered agree or strongly agree.

# HELPING THOSE IN SEARCH OF A BETTER LIFE

A majority of our participants were sympathetic (to some degree) with immigrants coming to the US, believing that trying to achieve a better life for your family is something to be applauded, not shamed.

“I found this abstract art piece and I think it represents the **unity** that we should feel with immigrants. Even if it was 300 years ago, the majority of people’s families immigrated here, many to escape oppression, and we conquered and took over.



**Most immigrants are only asking for a chance at a better life here and we need to deal with the border crisis with a lot more compassion and humanity. We are the same, even if we seem different on the outside.** Immigrants make our society better and we can all grow together and work together.” - *Victoria, Non-College White*



“We need to **help out** and **give people opportunities.**”

- *Lesley, Suburban Latino*



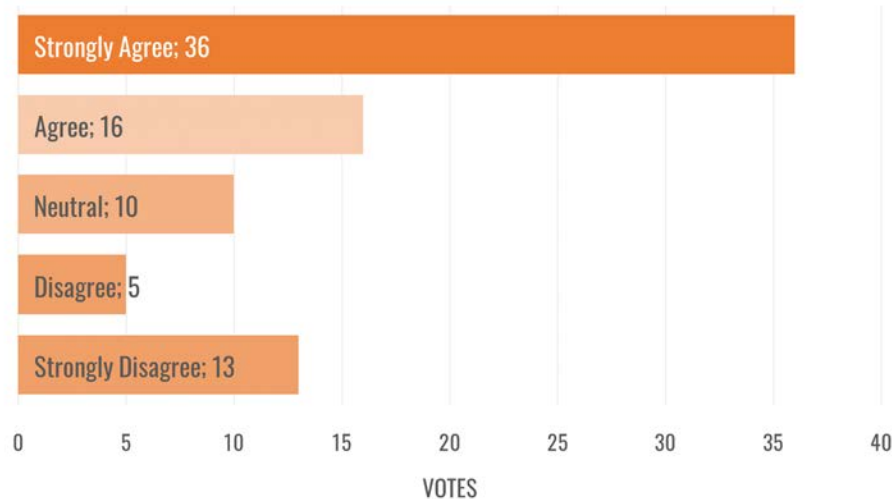
“We should be **helping them get a better life, really, and not shaming them for trying to get their families a better future.** They’re coming here for help, not shame.”

- *Nadine, Non-College White*

# ON IMMIGRATION

How Strongly Do You Agree or Disagree with the Following Statement:

All Americans benefit from the innovation and hard work of immigrants, we should be kind hearted and treat others how we want to be treated, especially if that means allowing more immigrants in America.



## Suburb Black

**55%** of participants answered agree or strongly agree.

## Suburb Latino

**80%** of participants answered agree or strongly agree.

## Non-College White

**60%** of participants answered agree or strongly agree.

## Border

**40%** of participants answered agree or strongly agree.

## Youth Vote

**82%** of participants answered agree or strongly agree.

## Suburb AAPI

**91%** of participants answered agree or strongly agree.

## Non-College POC

**56%** of participants answered agree or strongly agree.

## Suburb White

**50%** of participants answered agree or strongly agree.

# HELPING THOSE IN SEARCH OF A BETTER LIFE

While many of our voters had a deep feeling of empathy for immigrants and a minority (usually on the border) had strong feelings about blocking illegal border crossings, no one wanted unlimited immigration or a borderless situation. It was still important for there to be rules and order and for the system to be improved, especially for those who felt Americans were less cared for than immigrants.

"America needs to worry about the fair treatment of black people born in America before they worry about "fair" treatment of immigrants trying to come to America." - *Adrienne, Suburban Black*

"I believe that immigrants do benefit our country. Honestly, they're some of the most hard-working people I've met and they do the jobs that most don't want to do. However, I don't believe it's right for people who come over illegally to be able to stay without penalty." - *Meaghan, Non-College Whites*

"I don't think being nice is a reason to let immigrants in, we also need to take care of our fellow Americans." - *Tammy, Non-College Whites*

"The Trump administration did better with the border than the current. You can ask anyone, conservative or Democrat. Nobody wants to see people from all over different countries walking into our country and crossing the border like they are walking into a shopping mall. Kamala Harris still hasn't even visited the border and anytime it is talked about she just laughs it off even saying "Biden has been to the border" as it was just a pass through with no change or discussion happening." - *Paige, Suburban White*

"It takes away from the original citizens and many of them add to the crime rate." - *LaChandra, Suburban Black*

"We should all be mindful of the fact that this country was founded upon immigration and that immigrants are a very important part of our economic status. That being said, immigration must go through the proper channels. People have made strong sacrifices and spent a lot of time and money to become American citizens. If we don't keep that standard we take a chance of weakening our security and cheapening the idea of being an American." - *Richard, Non-College White*



A brass balance scale and a wooden gavel are displayed on a black velvet-lined case. The scale has two brass pans hanging from a central beam. The gavel is made of polished wood and lies horizontally across the case. The background is a plain, light-colored surface.

# **LEGISLATION IN THE NEWS**

# Legislation In The News

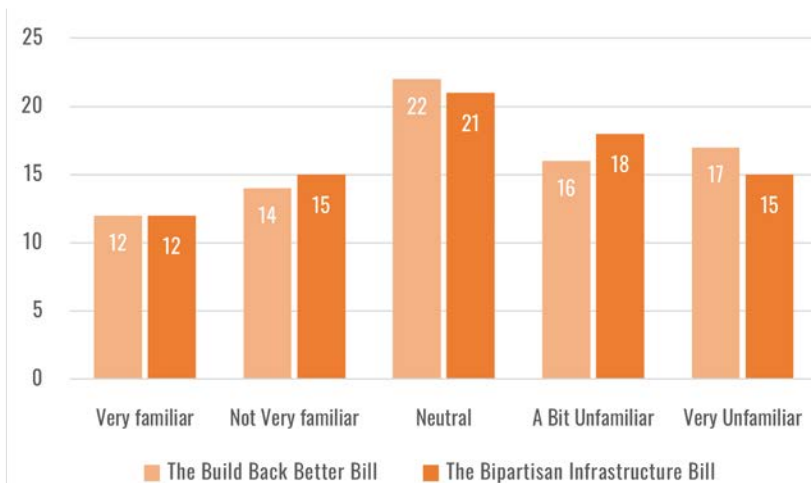
How much are you  
familiar or unfamiliar  
with the following?

## THE BUILD BACK BETTER BILL

**41%** of participants answered  
a bit unfamiliar or very unfamiliar.

## THE BIPARTISAN INFRASTRUCTURE BILL

**41%** of participants answered  
a bit unfamiliar or very unfamiliar.

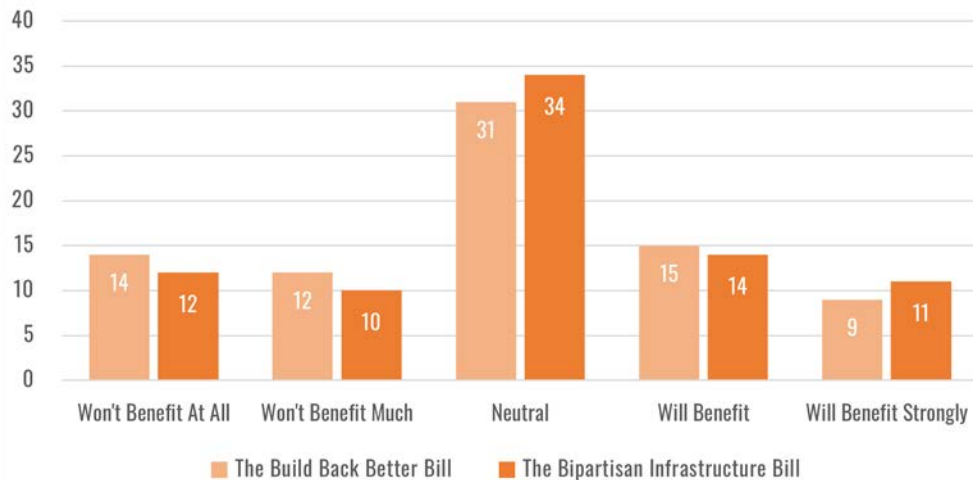


## THE BUILD BACK BETTER BILL

**30%** of participants answered **will benefit** or **will benefit strongly**.

## THE BIPARTISAN INFRASTRUCTURE BILL

**31%** of participants answered **will benefit** or **will benefit strongly**.



## Legislation

## In The News

**How much do you think you'll personally benefit from the following pieces of legislation?**



# LEGISLATION IN THE NEWS

## BENEFITTING FROM BBB & INFRASTRUCTURE

**Less than one-third of our participants believe they will directly benefit** from the Build Back Better bill or the Bipartisan Infrastructure bill. While there's talk of **stimulating the economy via job creation and praise for various progressive policy initiatives**, some voters **cannot get over the staggering cost**, wondering what it will personally cost them.

### The Bills Will Create Jobs & Stimulate the Economy

"It will add growth to our country. It will **provide good paying jobs to strengthen our economy.**" - Tyler, Youth Vote

"Paid family leave and **more jobs in growing fields** benefits my family and community." - Monica, Suburban Black

"I feel like...we will see **better jobs and a better economy** that will affect the normal American." - Mona, Suburban AAPI

### & Generally Improve our Quality of Life as a Country

"I think these bills will **give all Americans a better quality of life.**" - Marissa, Non-College POC

"The Build Back Better bill will help the average American including **medicare coverage gaps, disability assistance, preschool assistance, lower wage income credits, green energy credits** and the cut of greenhouse pollution." - Suburban Latino

"It will help lots of families, including mine. Like the **child tax credit, clean energy, build new roads, more jobs**, and it will **grow the economy.**" - Daisey, Suburban Latino

### But, the High Costs of the Bills Mean Increased Taxes for Me

"We won't benefit at all from these bills. They're aimed to have **higher taxes** and no benefits for American people." - Abigail, Border

"**I'm in the middle class.** Barely. Just means **more taxes for me.**" - DJ, Non-College White

"The spending is very high for each bill, but **Build Back Better would increase taxes** which I am not willing to pay." - Asma K., Suburban AAPI



# CRITICAL OPPORTUNITY FOR DEMOCRATS

Researcher Image

“Considering **I don’t know much about these bills** I don’t know how much I will benefit from them.”

– Nadine, Non-College White

“I’m undecided on whether it will benefit me or not because **I don’t know too much about them.**”

– Rashmeen, Suburban AAPI

“**I’m not too informed on them** to say how much of an impact they will make in my everyday life.”

– Janie, Border

While almost a third of our Texas voters believe that they will directly benefit from the Build Back Better bill or Bipartisan Infrastructure bill, **over a third were neutral – not knowing anything, or enough, about either of the bills to say whether they would benefit or not.** This is a fundamental problem – Texans cannot say if, or how, they’ll benefit from two of the largest pieces of legislation in recent history.

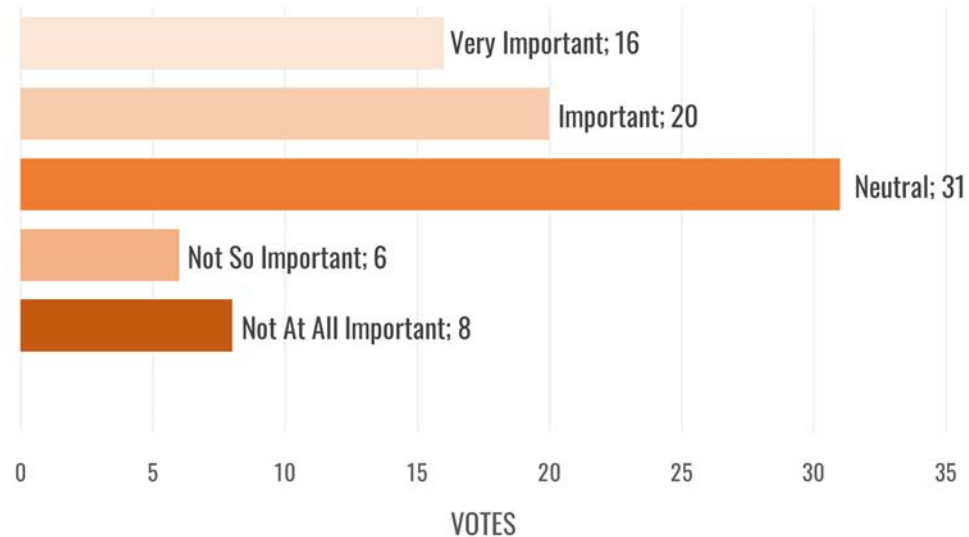
So, while having a general idea about the bills is good, **clearly and concisely explaining how Texans will benefit from the bills** is even better. A set of talking points that can be echoed by party members, activists, and organizers highlighting the **tangible positive impacts** Texans will feel is critical. And, in the spirit of transparency, any tax increases they could expect to see should be addressed, too.



# Legislation In The News

**How important do you  
feel it is that the bills  
passed are paid for?**

**44%** of participants answered  
**important** or **very important**.





# LEGISLATION IN THE NEWS

## PAYING FOR THE BILLS WE PASS

While a lot of Texans were neutral on this question, **nearly half** of our participants **felt it was important that bills passed by Congress are paid for** because of the following reasons:

### It's Common Sense to Know That (& How) a Bill Will be Paid For

"I feel like in order to pass the bill **one of the requirements is that it should be paid for.**" - Jessika, Border

"I believe that **any bill passed should be paid for.** If we are passing a bill as a country we should already have the funds for it." - Nadine, Non-College White

### & It's Important to Ensure that the Bill Can Be Successfully Implemented

"Otherwise the **items on the agenda would not be completed.**" - Mona, Suburban AAPI

"People work very hard and they **pay... taxes for things to get taken care** of so, when a bill is passed it **makes our community a little better** knowing that they care." - Kendria, Suburban Black

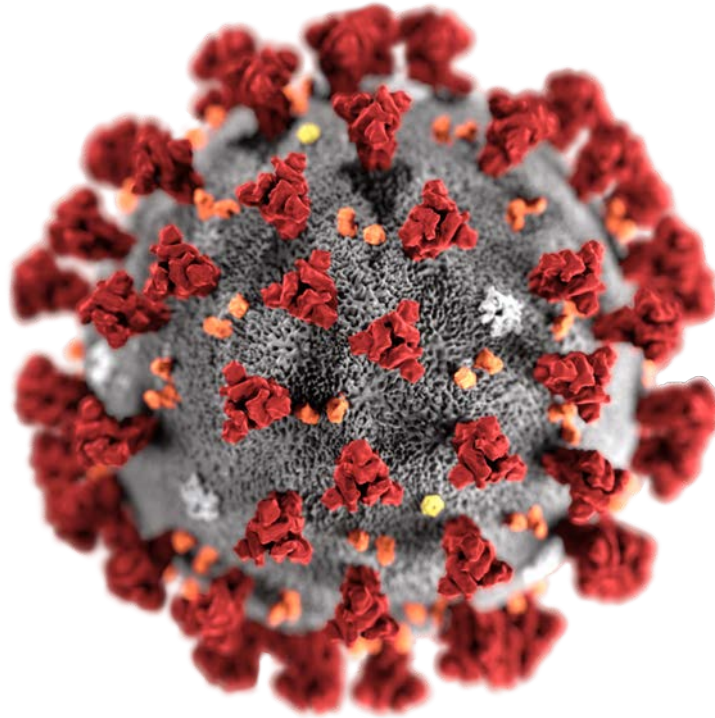
"I believe everything costs money. I think in order **to make a bill go into effect and make sure it's successful,** it is funded properly." - Rashmeen, Suburban AAPI

### I'm Uncomfortable With the Idea of Taking on More Debt as a Country

"I personally can't get behind anything that costs upwards of a trillion dollars to be **pushed off on the people to pay for with just more taxes.**" - Paige, Suburban White

"Because the US government keeps **enlarging the debt ceiling which makes inflation go up** and things get more expensive." - Michael G., Non-College White

"I don't like the idea of **leaving more debt for our children.**" - Richard, Non-College White



# THE PANDEMIC



# HOW TEXAS VOTERS

## EXPERIENCED AND FELT ABOUT THE PANDEMIC

For Texans, the pandemic was less of an issue than for most. While they pointed out **supply chain shortages** and some issues with childcare, **they were mainly glad that the state remained relatively open** and left people to their own devices so they could work. **Suburban AAPI voters were able to weather the pandemic without much trouble, while Non-College voters across the board struggled.**

### Difficult, but Do-able

“During the pandemic, **I lost my job**. It was very stressful for me. Luckily, **my husband was able to work from home**. **I did receive unemployment**. I think **we were the lucky ones** out of the stories I have heard from my other friends who lost their jobs and had a hard time making ends meet.” - *Kassandra, Suburban White*

“It was a different experience. **Sometimes a bit challenging** when you can't truly go out and you're almost on lockdown, **however it was very lax**.” - *Rashmeen, Suburban AAPI*

### Terrible - We Were Left on Our Own Without Support

“It's been absolutely horrible and terrifying. I am **facing eviction with 5 children**. I had a baby during this pandemic which has made it so much harder if not impossible for me. **They took away what help they did approve** because so many jobs have apparently started hiring but they didn't keep in mind people like me whose circumstances still make it nearly impossible to go back to work.” - *Samantha W., Non-College POC*

“For me it was scary. **I lost both coworkers and family left and right...** The **shortage of certain items** in the store made my anxiety level rise.” - *Carmen, Suburban Latino*

### COVID Shows We're Selfish as a Country, not to Mention Dumb

“Americans are entitled. **Most only think about themselves** and think that if they are not personally affected, it's not that bad.” - *Meaghan, Non-College White*

That **we're all as stupid and ignorant as the other countries say we are**.” - *Kelsey, Youth Vote*

“We are **a very individualistic country and that we value the economy and businesses over people**.” - *Victoria, Non-College White*



The background of the slide is a close-up photograph of shattered blue glass. The glass is broken into many sharp, irregular fragments of various sizes, creating a complex web of white and light blue lines against a darker blue background. The lighting highlights the edges and facets of the broken pieces.

# **EXTREME WEATHER EVENT OF 2021**





# HOW TEXANS FELT ABOUT

## THE ERCOT POWER OUTAGES DUE TO WEATHER

Despite differing opinions on if the event was a one-time deal or the new normal, our Texas voters agreed that **the state was vastly underprepared. The lack of action, and Ted Cruz's trip to Mexico, reinforced the narrative that the Texas government doesn't care about its citizens.**

### It was a One-Time Thing & That's Why We Weren't Prepared

"I feel that this was a **rare occurrence**, Texas doesn't get this kind of weather. We were not prepared but **I don't feel that there was any blame to be put on any specific entity.**" - Tammy, Non-College White

"I think this was a **single event** that happened that **no matter how hard we would have prepared it would have been the same.**" - Anthony, Suburban Black

### Something Needs to Change so We're Better Prepared for Next Time

"Texas needs to **invest more in our energy resources...** to be more **independent from private companies that failed.**" - Abraham, Border

"I am disheartened to see that **we are so behind in terms of the energy grid.** We have to make progress in terms of technology and energy. We need to **utilize the most environmentally friendly methods** for energy." - Jennifer G., Non-College White

"Everything needs to be improved... There should be an **alternative power source provided** in case of a major breakdown." - Asma K., Suburban AAPI

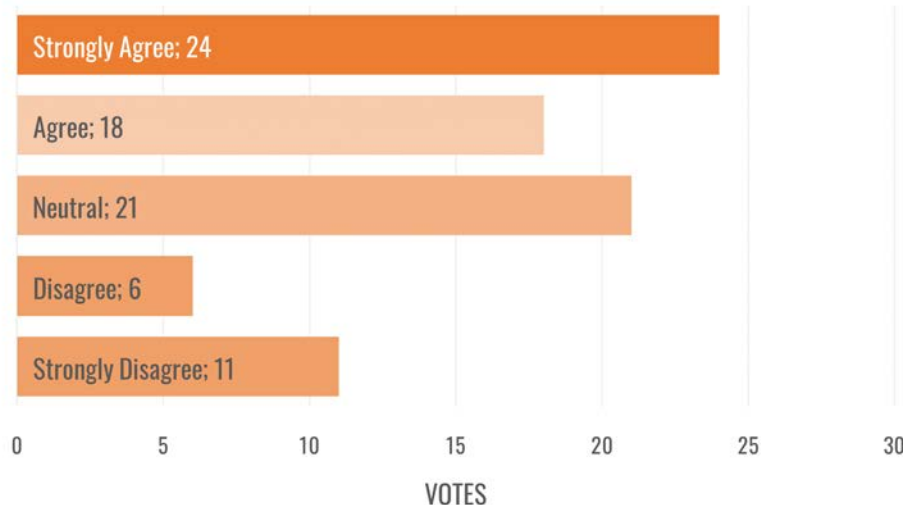
### The Texas Government Doesn't Care About Us, and it Shows

"We **lost power for 5 days and the temperature was in the single digits.** We were fortunate to have propane, where we could take hot showers and cook warm food. However, a lot of people weren't as lucky and died from this as a result. Meanwhile, **Ted Cruz fled to Mexico with his family while people were dying.** People were also **charged a lot of money from their electric company** because of the rolling blackouts and ERCOT didn't want to pay. **It showed a lot of us how much our government doesn't care about us genuinely.**" - Meaghan, Non-College White

# ENERGY PRODUCTION

How Strongly Do You Agree or Disagree with the Following Statement:

I believe we need to move away from oil and gas for our energy needs.



## Suburb Black

**44%** of participants answered agree or strongly agree.

## Youth Vote

**55%** of participants answered agree or strongly agree.

## Suburb Latino

**60%** of participants answered agree or strongly agree.

## Suburb AAPI

**82%** of participants answered agree or strongly agree.

## Non-College White

**50%** of participants answered agree or strongly agree.

## Non-College POC

**56%** of participants answered agree or strongly agree.

## Border

**30%** of participants answered agree or strongly agree.

## Suburb White

**40%** of participants answered agree or strongly agree.

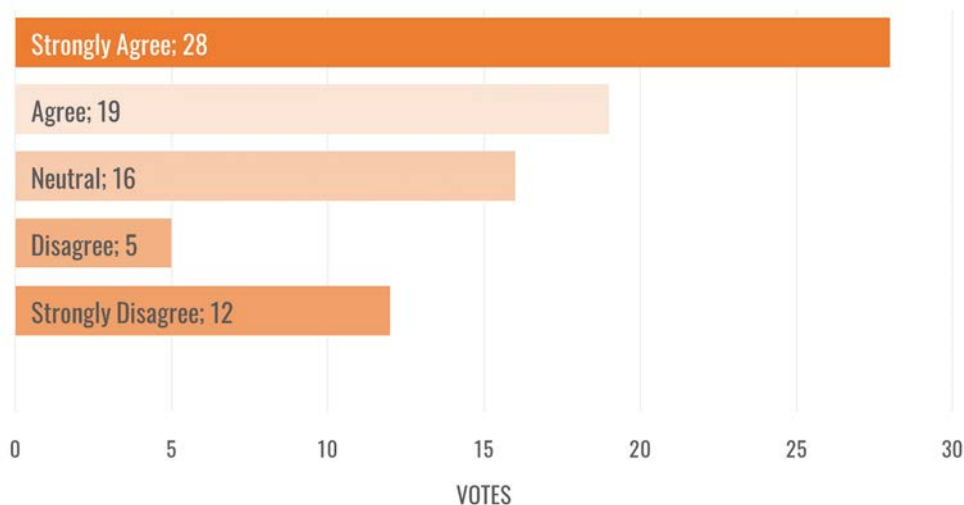


# **RACE & RACISM**

# RACIAL ATTITUDES & PERCEPTIONS

How Strongly Do You Agree or Disagree with the Following Statement:

In Texas, African-Americans tend to have it harder than white people.



## Suburb Black

78%

of participants answered agree or strongly agree.

## Youth Vote

82%

of participants answered agree or strongly agree.

## Suburb Latino

60%

of participants answered agree or strongly agree.

## Suburb AAPI

73%

of participants answered agree or strongly agree.

## Non-College White

40%

of participants answered agree or strongly agree.

## Non-College POC

56%

of participants answered agree or strongly agree.

## Border

40%

of participants answered agree or strongly agree.

## Suburb White

40%

of participants answered agree or strongly agree.



# RE: RACISM

## DOES IT EXIST IN TEXAS?

For the our voters of color and young voters, there was a pretty strong feeling that African-Americans in Texas tend to have it harder than white people. This was not so with white voters and voters from the border parts of the state. Those who believe in pervasive racism tended to see it as a structural, systemic issue, while those who didn't see it often felt that it was self-induced and/or that it didn't exist where they lived.

### Republicans Make It Worse

“Republicans think everyone should pull themselves up by their bootstraps, work hard and make it on their own. However, underlying racism and policies put into place continue to bring about problems for minorities, and prevents us from being able to rise as quickly as our counterparts.” - *Adrienne, Suburban Black*

“With Trump and his puppets we will never have peace- there will always be division, prejudice racism.” - *Carmen, Suburban Latino*

### It's Everywhere, and not Just Black People

“It is not only in TX, it is in the whole country.” - *Mario, Suburban Latino*

“Because it's harder on Black and Mexican people.” - *Jose G, Youth Vote*

“I agree because I've seen it with my own two eyes.” - *Samantha W., Non-College POC*

### It Depends...

“SOME OF THE THINGS THEY BRING ON THEMSELVES.” - *Moreno, Suburban Black*

“It depends on socio-economic status, same for whites.” - *Jennifer S, Suburban White*

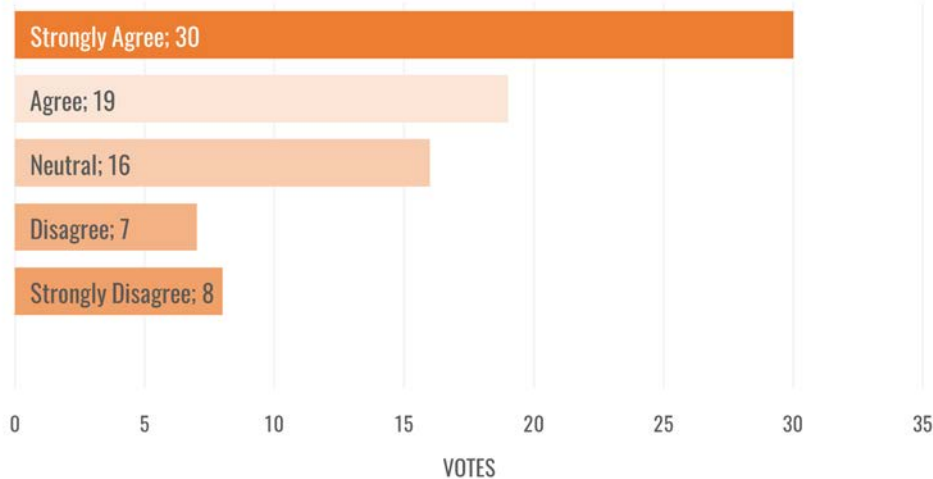
“They do not have it harder if they make it harder.” - *Tam, Suburban White*



# RACIAL ATTITUDES & PERCEPTIONS

How Strongly Do You Agree or Disagree with the Following Statement:

In America, wealthy elites have tried to divide Americans based on race, gender, sexuality, faith and other factors to ensure the system continues to benefit them.



## Suburb Black

78%

of participants answered agree or strongly agree.

## Youth Vote

82%

of participants answered agree or strongly agree.

## Suburb Latino

70%

of participants answered agree or strongly agree.

## Suburb AAPI

73%

of participants answered agree or strongly agree.

## Non-College White

60%

of participants answered agree or strongly agree.

## Non-College POC

44%

of participants answered agree or strongly agree.

## Border

30%

of participants answered agree or strongly agree.

## Suburb White

50%

of participants answered agree or strongly agree.



# RE: RACISM

## HOW CAN WE IMPROVE/FIX RACISM?

Not everyone agreed on how to fix racism, though systemic approaches and mass education were offered up as ways to get to a better place. Others felt that showing and teaching love was key to ending racism, while still others indicated that people should stop talking about race and racism because that is what divides people.

### Get to the Heart of Things, Change the System

“Less red lining of neighborhoods, fewer discriminatory practices, removal of confederate paraphernalia in small towns, more equality in hiring African Americans to higher positions are all ways to improve race relations. A national platform to eradicate racism would look like educating the masses on the proper things to say and not say. Truly getting to the heart of the people would prevent racial hate to be perpetuated down through the generations.” - Adrienne, *Suburban Black*

### More Love, Less Hate

“More love needs to be shown and taught also starting with racism and no more senseless police killings.” - LaChandra, *Suburban Black*

“Admit to the problem and fix it. Talk more about it. Yes, the government should get involved. If not, how are people gonna overcome racism.” - Daisy, *Suburban Latino*

### Stop Playing the Victim

“Liberals have made it such a huge deal and played victims. Everyone has a choice to do something with their life. Stop playing a victim.” - Abigail, *Border*

“We’re all humans. Leave the word race out!! This is what starts dividing people.” - Olga, *Border*

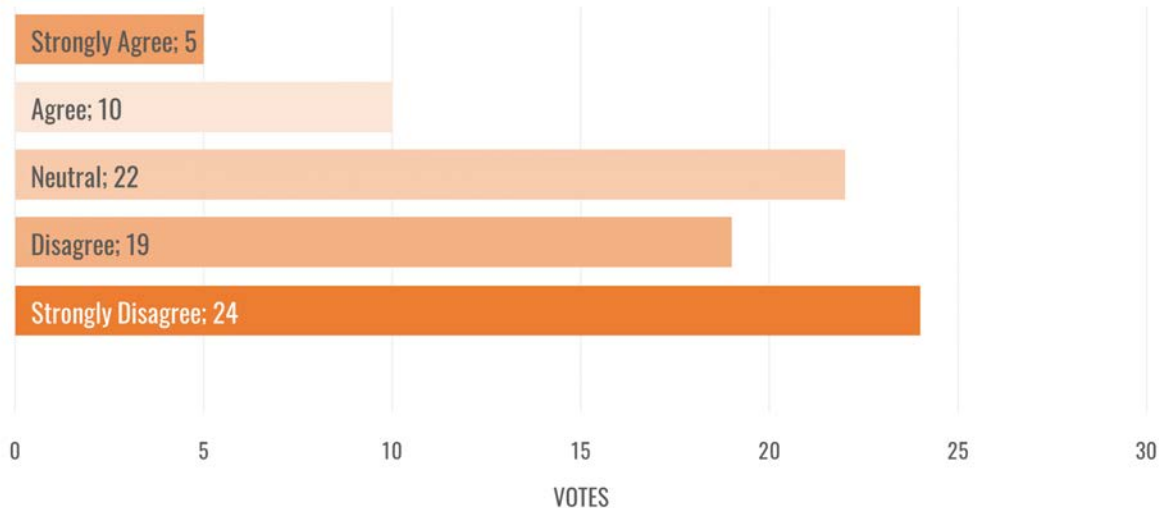
# HEALTHCARE



# HEALTHCARE

How Strongly Do You Agree or Disagree with the Following Statement:

I'm happy with my health coverage in this country.



Suburb Black

**33%** of participants answered disagree or strongly disagree.

Suburb Latino

**60%** of participants answered disagree or strongly disagree.

Non-College White

**40%** of participants answered disagree or strongly disagree.

Border

**80%** of participants answered disagree or strongly disagree.

Youth Vote

**64%** of participants answered disagree or strongly disagree.

Suburb AAPI

**45%** of participants answered disagree or strongly disagree.

Non-College POC

**44%** of participants answered disagree or strongly disagree.

Suburb White

**60%** of participants answered disagree or strongly disagree.



# ABOUT HEALTHCARE

## “THERE’S ALWAYS ROOM FOR IMPROVEMENT”

When asked about happiness with their own healthcare, participants indicated broad dissatisfaction with the cost and nature of America’s healthcare system, and for many, the fear of going into medical debt “kept [them] up at night.” While some were personally satisfied with their own care, nearly all acknowledged that there was much improvement to be made and “there’s always room for improvement.”

### It’s Too Expensive

“It’s too expensive - they control what doctor we see, what medications we can take and they cover what they want. 100% control.” - Olga, Border

“It’s terrible and expensive, I am always afraid of getting overcharged at the doctor, I can barely afford to go get medical care even with insurance.” - Joel, Suburban Latino

### It’s Too Complicated & There Are Too Many Cracks

“I feel like it’s a hassle to get seen or covered.” - Mona, Suburban AAPI

“I don’t like how some states can opt out of coverage for all and they let people just fall through the cracks.” - Chad, Suburban White

“Medical costs shouldn’t be greater for insured people over non-insured people in any case. I think our healthcare system needs a lot of work.” - Brandon, Non-College White

### I’m Fine, But the System Needs Improvement

“My employer provides my insurance. I’m satisfied.” - Amanda, Suburban Black

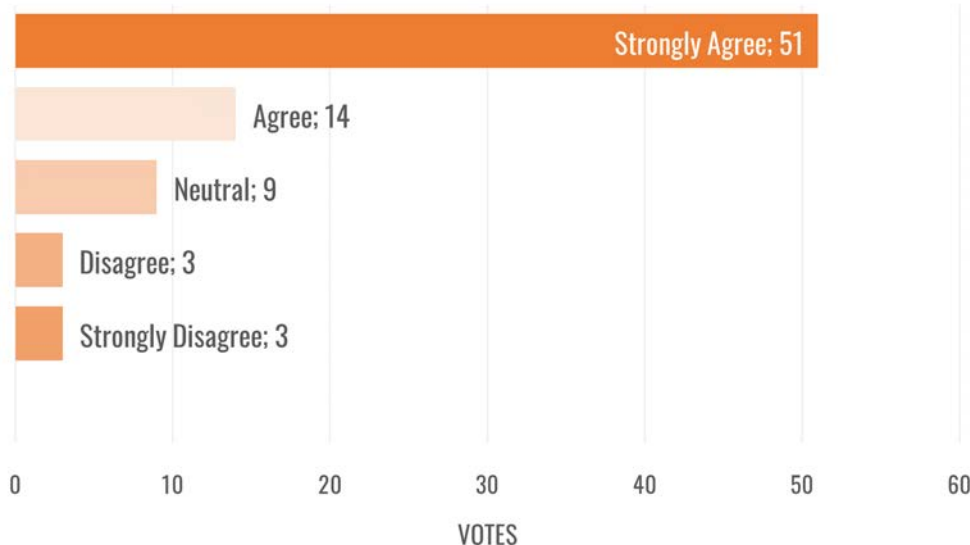
“Overall, I’m happy with mine because I have a good job and good health insurance. However, there needs to be more affordable healthcare for all. Many people, especially with the pandemic, struggle with affordable healthcare because they have lost their jobs.” - Meaghan, Non-College White



# HEALTHCARE

How Strongly Do You Agree or Disagree with the Following Statement:

I believe the current state of healthcare in this country can get better.



## Suburb Black

67%

of participants answered agree or strongly agree.

## Suburb Latino

80%

of participants answered agree or strongly agree.

## Non-College White

80%

of participants answered agree or strongly agree.

## Border

70%

of participants answered agree or strongly agree.

## Youth Vote

91%

of participants answered agree or strongly agree.

## Suburb AAPI

100%

of participants answered agree or strongly agree.

## Non-College POC

89%

of participants answered agree or strongly agree.

## Suburb White

70%

of participants answered agree or strongly agree.



# ABOUT HEALTHCARE

## HOW CAN IT GET BETTER?

Aside from making healthcare more affordable (HUGE amongst our voters, especially young voters who are gunning for free healthcare), voters recognized the need to improve the healthcare system, including making dental part of standard health insurance, providing alternative healthcare options, better mental health availability, and even offering discounts to healthier individuals.

### We Need to Make it More Affordable

“I would try to get the deductible lowered and make it more affordable for companies to get healthcare for their employees”  
- Anthony, Suburban Black

“I would change the accessibility of healthcare and allow all citizens to access free healthcare.” - Humza, Youth Vote

“I would make the premiums more affordable, also hold doctors to a higher standard of honesty rather than looking at a client as a dollar sign. Make realistic charges for procedures at hospital instead of the ridiculous prices they charge.” - Arjun, Suburban AAPI

### We Need to Tweak the System

“I think benefits should be in place for healthy people...if I pay for health insurance all year and I'm never sick why would I not get a discount for being healthy?” - Tammy, Non-College White

“I would change health care to fit people's lifestyle. A lot of people don't go to the doctor for every single sickness. I wish it covered alternative healthcare. Unfortunately you have to join a program outside of health insurance for that type of coverage.” - Paige, Suburban White

“I would unify dental insurance with standard health insurance. Teeth are as much a part of our bodies as hearts and lungs, and covered by the same health care.” - Ethan, Suburban White

# ABORTION THOUGHTS ON THE TEXAS BAN





# ABOUT ABORTION

## 3 DOMINANT NARRATIVES

As one might imagine in such a large swing state, voters were split over the recently passed abortion law. While many were furious at the government's overstep into bodily autonomy, many others acknowledged mixed feelings about abortion and a **minority of voters across most segments indicated enthusiastic support for the abortion law.**

### The Government is Controlling My Body (And I don't like it)

"I feel like I have no rights to my body. The government is controlling my body. They can tell me what to do or not to do with my body. I fear for all the women who have gotten raped and now have to carry the rapist's child. Or the woman that knows it's not the right time to bring another child into this world. I don't understand how the government can put this law in place but can't mandate masks because wearing a mask takes our rights but, Telling us we can't have an abortion doesn't? It's confusing." - Daisey, Suburban Latino

### I Feel Mixed - I Don't Really Like Abortion, But...

"This law is absurd... I am against abortions but also pro-choice because you never know a person's circumstances. There will be a lot more abused and abandoned children and babies because of this law." - Samantha W., Non-College POC

"I have mixed opinions about this law. While I am VERY pro choice, this is one thing I can't get behind as I believe that a fetus and embryo is a human being and abortion is murder. They are still human beings..people..that just haven't fully formed yet but they are still humans. - Paige, Suburban White

### Hell Yes!

"I love it!! Unborn has the right to live as much as you and me. Unborn cannot speak so we are their voices." - Olga, Border

"I agree with this. I am pro life. There's ways to prevent babies." - Kelsey, Youth Vote

"I agree. People need to more responsible and held accountable." - LaChandra, Suburban Black



A close-up photograph of a silver-colored revolver lying on a bed of coarse, light-brown sand. The revolver is positioned diagonally, with its barrel pointing towards the bottom left. Five spent bullet casing are scattered around the revolver: one to the left of the barrel, one above it, one to the right of the trigger guard, one below the trigger guard, and one to the right of the grip. The word "CRIME" is written in large, bold, orange capital letters on a white rectangular background in the lower-left corner of the image.

**CRIME**

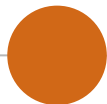




# CRITICAL WATCHOUT FOR DEMOCRATS

The rise of crime and feeling unsafe came up time and time again with our voters. A significant portion of our Texas voters felt that crime, and specifically violent crime, was increasing across Texas. This rise was attributed to a variety of factors, from pandemic pressures to outsiders coming in, to recently passed, permissive gun laws. While violent crime did not increase in every place across the state, news reports indicate a sizeable increase in crime in the Houston and Austin areas in 2021.

Of the communities we studied, Suburban Latinos, Suburban AAPI, and Suburban Black voters were acutely sensitive to crime concerns with many sharing personal experiences with violent crime, fears for their kids' safety, and a plea for the government to do more and to do better.



# WHY WE'RE SEEING SO MUCH CRIME

Safety as a theme is huge in Texas, and those experiencing increased levels of crime in their lives are grappling with what's happening and how to stop it. Below are the **four major narratives** about crime in Texas.

## Pandemic & Financial Induced Crimes

"More people are turning to illegal activity just to get by, I feel this way because I see it happening." - *Samantha W., Non-College POC*

"It has gone up especially with the pandemic as more are out of work. We see more petty crimes such as burglaries." - *Justin, Non-College POC*

"In some parts of Texas the crime is very high especially in the low income areas... I feel they don't care because they're low income." - *Reyna, Non-College POC*

"I feel like crime has gotten worse lately. With the pandemic, people have become more desperate and crime has risen." - *Wikas, Youth Vote*

## Law & Order

"Defunding police?? Who are these people?? Why?? It just promotes criminals to do more crime." - *Olga, Border*

"It's getting worse but it depends on where you live what area. Austin defunded the police but here in Houston we have police." - *Janel, Suburban White*

## It's the Guns!

### The Open Carry Law

"With more guns and less laws it is increasing." - *Alex, Non-College POC*

"I feel fairly safe, but it does worry me that so many people own guns and are allowed to carry them freely. There is always a thought in the back of my mind that anyone could be carrying a firearm." - *Fahad, Youth Vote*

"The open carry law has made crime go up significantly." - *Amanda, Suburban Black*

## It's the Outsiders!

"There's more crime in Texas than there was before. Not only do we have thousands of people we cannot account for or identify because of the illegal situation, we have citizens of Texas who are continuing to perpetuate crime who are out on bond sometimes out on numerous bonds continuing to perpetuate crime." - *Jennifer G., Non-College Whites*

"Getting worse because of racial divide and immigrants coming across the border." - *Jennifer S., Suburb White*



# THREE COMMUNITIES ESPECIALLY SENSITIVE TO CRIME

## SUBURBAN LATINO, AAPI, & BLACK VOTERS

Of all the communities we studied, Suburban Latinos, Suburban AAPI, and Suburban Black voters brought up concerns around safety and crime the most. Suburban Black voters tended to talk about a broken system where nothing was done to prevent “too many people of color dying every day.”

### Suburban Latino Voters

“It’s getting scary - too many people being homeless and people from Louisiana brought all this [crime] back in 2003 when the hurricane hit too many black people around this area, fuxking shit up and made it bad.” - Hector, *Suburban Latino*

“The crime rate is horrible! It has doubled since our wonderful governor has allowed people to purchase guns without a background check. Everyone is gun happy shooting people just because.” - Carmen, *Suburban Latino*

“I have noticed more road rage shooting, to home invasions. I hear more gunshots in our neighborhood than before. I feel that I have to purchase a gun to keep my family safe.” - Ivan, *Suburban Latino*

### Suburban AAPI Voters

“Crime is getting worse. Especially when you are coming out with new laws where you can carry a gun anywhere.” - Taqui, *Suburban AAPI*

“Houston is now ranked as murder capital almost like Chicago. Which wasn’t like this in the past. So it’s getting worse.” - Arjun, *Suburban AAPI*

“I see more crimes happening close to me which is scary and dangerous.” - Azra, *Suburban AAPI*

“Our mailboxes are being robbed, car windows are being broken, Break ins are on rise and shootings are increased. The government should do more.” - Asma, *Suburban AAPI*

### Suburban Black Voters

“Crime is horrible - too many people of color dying every day. The system is failing our community every day.” - Kendria, *Suburban Black*

“Texas crime has increased by 100%.” - Victoria, *Suburban Black*

“I think it’s getting worse. Everyone is angry and there’s no gun control or true punishment for crime. The system is broken and politicians are more interested in staying untouched and unbothered in their glass castle than they are in bringing about changes to a broken system.” - Adrienne, *Suburban Black*

# SUMMARY



- 1 Multiracial voters, even in the Dem base, don't feel valued by their government and don't feel the positive impact of the Biden Administration in their lives.** The concrete benefits of the Biden economy, American Rescue Plan and the Infrastructure bill should be played on a broken record across Texas.
- 2 Voters feel that Gov. Abbott overstepped by passing "reckless" laws** like permitless open carry, the anti-abortion law and the prohibition of mask mandates. Freedom and safety were huge themes in what voters care about, from the desire to legalize marijuana to concerns about school shootings.
- 3 Democrats need to be prepared to speak to the issue of safe communities with these voters (which includes crime, COVID, school shootings).** Views on crime were mixed - many participants felt safe in their communities but thought crime was bad elsewhere, while others (AAPI, Suburban Latino, Suburban Black) did not feel safe in their communities.
- 4 Voters were dismayed by the increased cost of living - especially housing and healthcare - and failing of infrastructure, particularly the electrical grid and education system.** Increasing funding for schools was a runaway winner in an exercise that enabled voters to design their own state budget. Texas energy politics are challenging, but Dems have an opportunity to lead on the build out of sustainable energy infrastructure, which appealed to these voters, especially young voters.
- 5 For voters living around the border, anxiety still looms large, and they are looking for leaders to embrace some kind of immigration reform.** Many voters empathized with immigrants and people crossing the border, while many, especially Latino voters in border areas, felt that this had led to "chaos," and wanted clearly established rules and more order.

# APPENDIX

Texas Concept Testing.....	144-149
Voting for the Opposing Party.....	150 151
The Texas Playlist.....	152
Extended Sample Breakdown.....	



# CONCEPT 1 “WATCH WHAT THEY SAY”

Overall, our participants reacted positively to the Watch What They Say ad, which details the differences between the Republican party and Biden administration’s words and actions. **They related to the theme, likening it to the already-familiar “actions speak louder than words” and liked being presented the facts on the voting records of both parties.** And, while they were happy that the ad pointed out what the Biden administration has done in terms of COVID relief and infrastructure, there was both confusion regarding the particulars of the infrastructure bill and **contention from right-leaning participants, who pointed out that the Trump administration also provided COVID relief.** The ad left our participants feeling aware, like a point was proven, and hopeful for the future, along with wanting to research candidates before voting to see if they’ll do what they say they will and voting for Democrats.

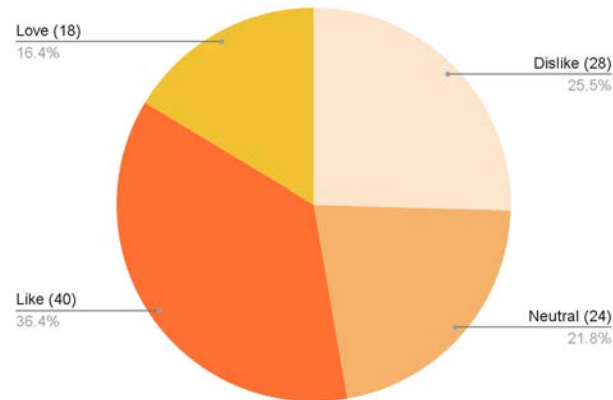
“I completely agree, it really doesn't seem like Republicans care about community at all. I liked this. It didn't trash the other party for anything that wasn't factual. It was also simplistic and easy to understand.” - Victoria C., Non-College White

“Yes, it does [connect] because I don't pay attention to what they say. Like people say, actions speak louder than words. I want action.” - David, Border

“They never voted against COVID relief. Trump gave us all stimulus checks.” - Janel, Suburban White



Impressions



## CONCEPT 2 “BUSINESS OWNER”

Much like the previous ad, Business Owner received generally positive reviews from our participants. **They liked how the ad focused on a hard working, small business owner and many related as small-business owners themselves** who underwent hardships during the pandemic. Nearly two years into the pandemic, now more than ever, they were shocked to hear that Republicans think COVID is a hoax. The **owner’s transformative story, from despair to being able to hire employees now that Biden is president, left our participants feeling relieved and hopeful all while hammering home the message that elections matter.** However, more than just right-leaning voters were, again, quick to point out that **the Trump administration did offer COVID relief and laid the legwork for vaccinations.** Noting that **it’s not as clear cut as the ad says, some felt that ad was misconstrued and disingenuous.** Ultimately, many walked away from the ad wanting to support their communities and small businesses, continue working hard, and vote.

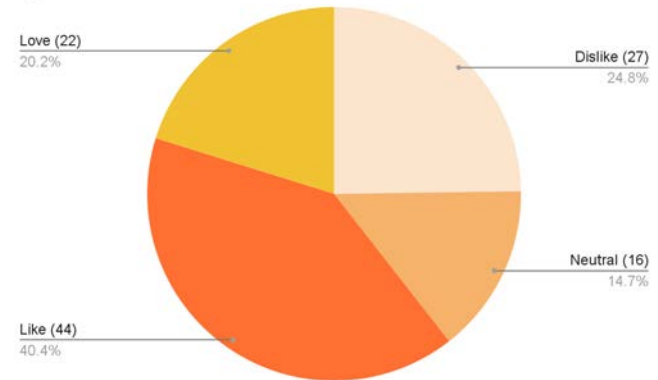
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“My parents own a small business so I can relate to what this person in saying. My parents business is back open and they are hiring employees thanks to Biden and his leaders... COVID was a joke to Republicans. You are elected officials and didn't want to take the shot or wear a mask to save lives. How do you call yourself a leader of the country?” - Tyler, Youth Vote

“I feel like this is more disingenuous, not all Republicans believe what the video is claiming, and Biden is not responsible for everything the video is claiming either.” - Ethan A., Suburban White



Impressions



# CONCEPT 3

## “BASIC MOM”

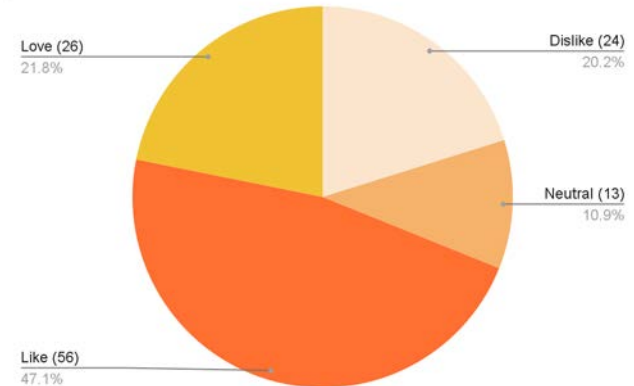
The Basic Mom ad, supporting the Democrats’ immigration platform, was the **concept most well-received by our participants**. Nearly **70 percent of participants either liked or loved the concept**, agreeing overall with the titular character’s views, but especially **loving the notion of treating immigrants “the way we want to be treated” and the call-out on how the Biden administration is keeping immigrant families together**. Additionally, they resonated with the idea of creating an immigration system that is “fair and efficient.” There were almost no negative emotional reactions to the ad, as it **left participants with feelings of unity, happiness, and hopefulness**. Many participants connected with the ad as immigrants themselves, someone who knows immigrants, or even as someone who understands the crucial role immigration has played in our country’s history. The ad left participants wanting to help immigrants, show compassion, and vote for Democrats to make the vision in the ad a reality. The only criticism was that more concrete examples of Democrats’ actions to improve the immigration system/lives of immigrants could have been used.

“I want people to be treated the same way I want to be treated, like humans. I love this idea and the statements presented. [This] touched my heart... It is exactly how I feel and think. Democrats are uniting families, and not just building walls to separate people, but uniting them.” - Asma K., Suburban AAPI

“I 100 percent agree, immigrants make up the world, my parents are immigrants... Immigrants shouldn’t be treated lesser than someone who was born here. I connect with this concept a lot, because my parents are immigrants. Watching the video made me feel as if I was watching my own mom explain the importance of immigrants.” - Karl, Youth Vote



Impressions



## CONCEPT 4

# “EXTREMISTS – FAMILIES”

Participants had strong reactions to the extremists ad, which highlighted Republican attacks on democracy and freedoms, while touting the Biden administration’s achievements. **Most dislike reactions stemmed from anger regarding the January 6 insurrection, as well as allowing the 6-week abortion ban to stand.** However, abortion was a divisive topic, leaving some participants unable to connect with the ad because of their pro-life views. Ultimately, **the message of unity regardless of race at the end of the ad was a high point** for participants. This ad left participants **feeling aggravated, angry, frustrated and craving change, fueling their desire to vote for Democrats** in the future.

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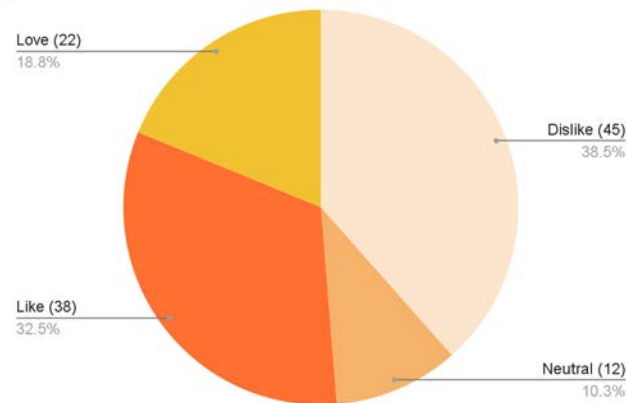
“The overturning of elections was a big reason I no longer can support these so called conservative Republicans... This resonates with me because things are getting better and I am soured by the Republicans and their behaviour last election. It makes me want to keep supporting Democrats.” - Joel, *Suburban Latino*

“It is no one’s business what a woman does with her body!!! This should never be an issue, ESPECIALLY amongst men. They need to keep their mouths shut! They’ll never have to carry a baby or give birth to one!” - Adrienne, *Suburban Black*

“This concept resonates with me because it promotes unity.” - Jennifer G., *Non-College White*



Impressions



# CONCEPT 5 “FWD US IMMIGRATION”

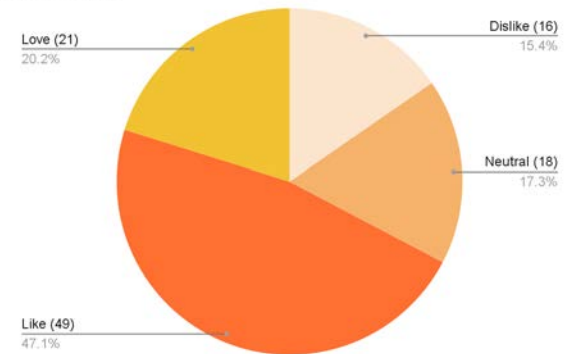
The immigration ad, advocating for immigration reform through the lens of DACA, received generally positive reviews from our participants. **In particular, they liked that the father, a DACA recipient, was a contributing member of society, not “leeching” off the system.** Having a father in the video was especially powerful, with our participants sympathizing, even empathizing, with his wanting to provide a better life for this family. **A majority of the dislike reactions came from feeling sad that the family lives in fear of deportation.** The ad elicited myriad emotions, from empathy/sympathy/compassion, to sadness/fear/anxiety, and ultimately happiness/hopefulness for the future of immigration reform, with our participants indicating that **the ad made them want to support DACA and vote for politicians who support immigration reform.** In line with the empathetic reaction the ad elicited, many of our participants connected with this concept as parents, and others as someone who knows DACA recipients or immigrants and the challenges they face.

“I do connect with a concept. I come from immigrant family and I know how it feels to always be on edge not knowing if this will be your forever home or if you’re going to be deported back. I believe every American should get the opportunity to grow and be successful in the United States because this country was built on opportunities.” - Soniya, Suburban AAPI

“This whole situation is very sad. I can’t imagine being in this situation with my family. With that said, I wish our country had more attainable ways to enter into this country legally and become a citizen... It makes me want to support political candidates that try to reform immigration.” - Paige, Suburban White



Impressions





# CONCEPT 6 “AAN VICENTE AT”

The Vicente ad, claiming that liberals spend taxpayer money to take care of themselves, elicited strong negative reactions among our participants, much like the extremists ad. It left them **feeling used, disrespected, disgusted, and angry**, as many found the ad “proven to be true.” Some connected with the ad because of their own rising taxes, and across the board, there was a **visceral, negative reaction to the idea of taxing small businesses more** to line liberal pockets. This ad **backed up the notion that the middle class is always getting screwed**, so in contrast, some could not relate to this concept as they “don’t know what it’s like to be rich.” However, **a handful of participants pointed out the emotionally charged nature of the ad, calling it false and misleading propaganda**. Overall, the ad left participants wanting to increase taxes on the wealthy and confused on whether to vote for or against Vicente.

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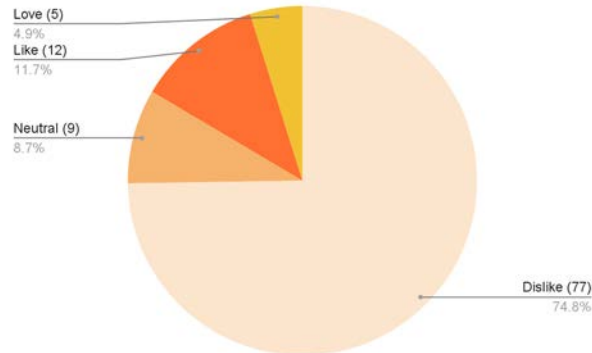
“No, I do not connect with this concept. Working people should not be paying more! I’m so disgusted!” – *Amanda, Suburban Black*

“[It’s] unfair treatment for average class by giving tax breaks to the wealthy. Yes [I connect], because I am in the middle class and experience high taxes and it makes me upset that the wealthy get to benefit from it all and not experience the struggle... It makes me want to advocate for higher taxes of the wealthy class.” – *Justin, Non-College Color*

“It doesn’t resonate, I hate this ad. No real facts and offering no real alternatives either... [It makes me want to] ignore it and keep voting for Democrats.” – *Evan O., Suburban Latino*



Impressions





# There were certain circumstances in which **OUR TEXANS COULD HAVE VOTED FOR THE OPPOSING PARTY in 2020:**

**“the spending wasn't so high  
with Democrats.”**

*Rahim, Suburban AAPI*

**“the Democratic ticket  
would have had a  
commander-in-chief  
with military  
experience and not a  
career politician** on the  
ticket I may have voted  
for them.” *Jennifer G.,  
Non-College White*

**“there were different  
candidates** for the Democratic  
ticket.” *Paige, Suburban White*

**I Could Have  
Voted For  
Democrats  
IF...**

**I Could Have  
Voted For  
Republicans  
IF...**

**“I was rich** or have businesses that's making  
me rich.” - *LaChandra, Suburban Black*

**“Trump would have been more  
careful with his words and less  
disrespectful** I would have chose  
him.” - *Dylan, Youth Vote*

**“Trump was not racist or racially  
divisive,** I would have considered  
voting for him. **His business mind  
is useful to improving the  
economy.** However, his bad BY  
FAR outweighs any good he could  
bring.” - *Adrienne, Suburban Black*

**“Republicans were more evidence-  
based and culturally cognizant.”** -  
*Justin, Non-College Color*

**“Trump wasn't such a degenerate. Respect  
means a lot.”** - *Maaz, Non-College Color*

# The Texas Playlist



Now just for fun, I'd like you to imagine your ideal Texas leader has a theme song that captures who they are and what they're about. Please insert a YouTube Link here of your theme song for your ideal Texas leader. And then here, please describe why this theme song best captures who your ideal Texas leader is and what they're about.

[Click Here to Listen](#), with [liner notes linked here](#).

# EXTENDED BREAKDOWN OF SAMPLE

Name	Segment	Location	Ethnicity	Gender	Education	Age	Party	Range	2020 Vote
1: Border	n=10	Border Counties	Latinos	M/F	No preference	18+	D/I/R	Very Liberal → Very Conservative	Biden & Trump (0-3 Hard Trumpers MAX)
2: Non-College Whites	n=10	Rural or Small Town	Whites	M/F	Non-College	18+	D/I/R	Very Liberal → Very Conservative	A Mix of Voters, but primarily for Trump
3: Non-College POC	n=10	Anywhere but the border	AAPI/Latinos /Black	M/F	Non-College	18+	D/I/R	Mod Liberal → Mod Conservative	Biden Voters
4: Youth Vote	n=10	Urban & Suburban	AAPI/Latinos /Black/White	M/F	No preference	18-29	Dems & Indies	Very Liberal → Center of Road	Biden, <3 soft Trump voters
5: Sub White	n=10	Suburbs	Whites	M/F	No preference	18+	Dems & Indies	Very Liberal → Mod Conservative	Biden Voters w/n=0-2 soft Trump voters
6: Sub Latino	n=10	Suburbs	Latinos	M/F	No preference	18+	Dems & Indies	Very Liberal → Mod Conservative	Biden Voters w/n=0-2 soft Trump voters
7: Sub AAPI	n=10	Suburbs	AAPI	M/F	No preference	18+	Dems & Indies	Very Liberal → Mod Conservative	Biden Voters w/n=0-2 soft Trump voters
8: Sub Black	n=10	Suburbs	Black (Afro)	M/F	No preference	18+	Dems & Indies	Very Liberal → Mod Conservative	Biden Voters w/n=0-2 soft Trump voters

# THE RESEARCH TEAM



**GRETCHEN BARTON** is the Research Director for Future Majority and Principal at Worthy Strategy Group, LLC. With a special interest in the psychology underpinning behavior change, Gretchen has designed and delivered a number of initiatives in the policy space, including hazing behavior and how to stop it, poverty in America for the Gates Foundation, and most recently, work on nuclear weapons for NTI.

She has led research and served as a behavioral science strategist for major organizations and campaigns (e.g. the NFL, NextGen, New Moral Majority, Ideas 42, Way to Win and others), uncovering key messaging insights to turn out the youth vote, revealing voters' deepest hopes and dreams for presidential campaigns, and unearthing deep insights for key organizers in the build up to the 2020 election. She recently researched and released “Winning the Future: A Deep Dive into the Unconscious Minds of Voters” in partnership with Wide Angle Research to help understand this strategic moment in American history for the Democratic Party.

Gretchen holds a Bachelor of Science degree in Communications and Planning Campaigns with distinction in research from Cornell University. She has written for the Journal of College Student Development and the American Journal of Health Behavior, and co-authored, “Prevalence and Profiling: Hazing Among College Students and Points of Intervention.” She recently co-authored “The Science of Winning with Stories: Using Agency, Urgency, and Community,” a reflection on the most effective messaging to engage and move a populace.

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