

September 2022

Texas Future Project: Listening Deeply to Texas Voters

Round 1 Findings

Strategic Goal

Understand the emotional landscape and predominant narratives experienced and shared by Texans around progressive political and social issues, particularly for key regions of the state.

Research Goals

- Identify what issues are most pressing and why amongst various demographic and geographic groups throughout Texas
- Establish a baseline of attitudes and emotional associations that are shaping various segments of the population, to track through each round of research
- Develop a deep understanding of key psychological drivers, emotions, and values shaping the attitudes of Texas voters through the midterm election



Sample

- n=8,354
- Texas registered voters

Methodology

- Fielded August 19 to 26, 2022
- Online survey with typed responses
- Combination of open and closed questions

Key Takeaways

1

Texas voters do not feel represented by govt and few perceive that it cares about them.

Half of voters say the government 'somewhat' or 'very much' cares about them.

A majority of Texas voters say they do not feel well represented in government.

2

Rising costs of living are the top challenge Texas voters face and want the govt to address.

The top hope, the top fear, and the biggest challenges Texas voters have revolve around rising costs.

A majority choose 'addressing rising costs' in the top two issues the govt should address.

3

4 in 10 Texas voters see the opposing party as the barrier to addressing challenges.

Only 7% see the rich and powerful as a barrier.

In terms of helping to address challenges, Texas voters say most often (1 in 4) that their own party is the group that would do the most to help.

4

Texas voters have low trust in either party's likelihood of improving their lives.

Almost a quarter of Texas voters (and 3 in 10 18-29 year olds) are unsure which party is more likely to improve their lives.

Trust that either party is working to improve Texans' lives is weak even among Strong Trump and Strong Biden voters.

5

Texas voters, especially younger ones, are still deciding what to do in November.

While 8 in 10 Texas voters say they are at least somewhat motivated to vote, 13% say they don't know which party they will support in the governor's race.

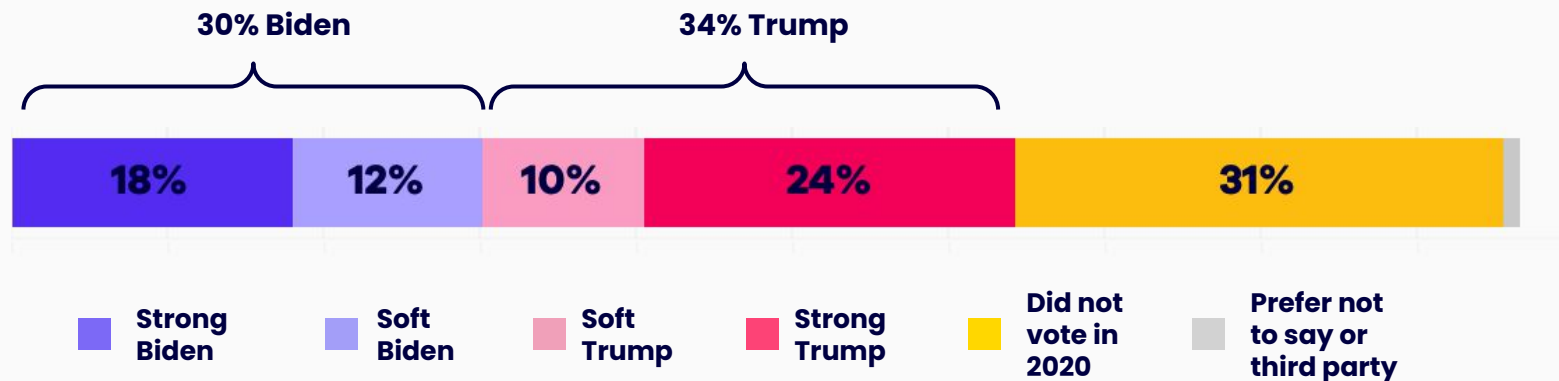
Pluralities of voters don't know in most other races.



Throughout the past year, we've found that ideological groupings based on 2020 vote choice & enthusiasm are the most predictive of different perspectives today.

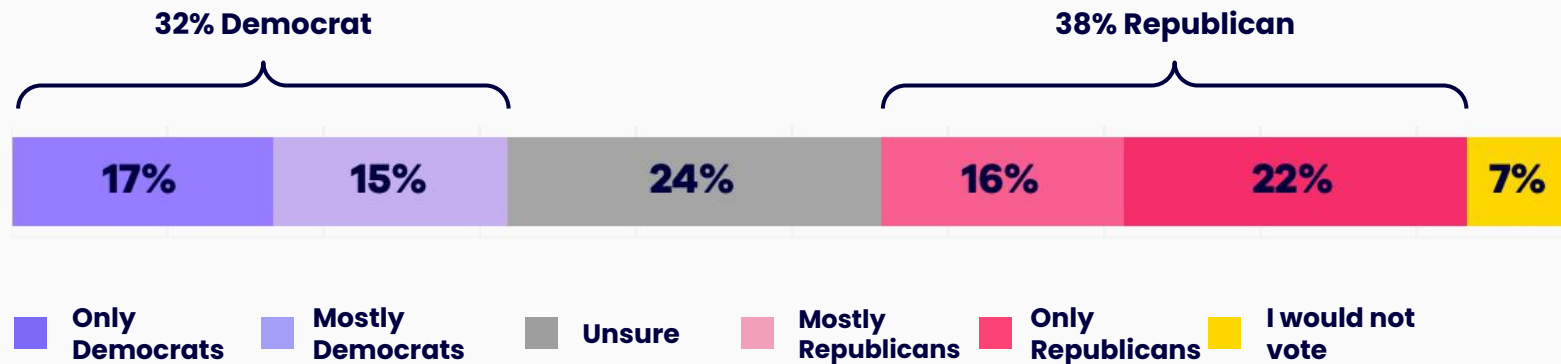
[2020 Vote Choice] Who did you vote for in the 2020 presidential election? (Closed)

[Strong / Soft Support] Did you strongly support [Joe Biden / Donald Trump] or have mixed feelings about supporting him? (Closed)



When asked who they would vote for if elections were held today, 32% of Texas voters said they would vote mostly for Democrats. 1 in 4 said they were unsure.

[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)



Strong Biden supporters

18% of all TX voters

Compared to other vote segments, Strong Biden supporters are more likely to **hold a college degree** and **live in a city**

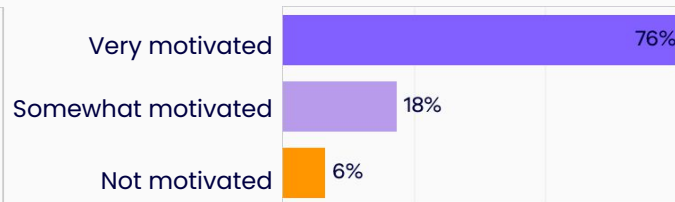
3 in 4 report feeling very motivated to vote in the midterms



Strong Biden Top Values



2022 Motivation to Vote



Ethnicity

60% NH White
25% Latinx
13% Black
2% AAPI



Age

9% 18-29
19% 30-39
19% 40-49
26% 50-64
27% 65+



Gender

48% Men
52% Women



Education

45% Non-College
54% College



Urbanism

48% Urban
39% Suburban
13% Rural



Religion

33% Christian
24% Catholic
9% Protestant
21% Not religious



HHI

114% <\$25k
22% \$25k-\$49k
18% \$50k-\$75k
13% \$75k-\$99k
18% \$100k-\$149k
11% >\$150k



Parental status

35% Have children <18
28% Have children >18
37% Not parents



Class Identity

9% Lower class
25% Working class
46% Middle class
20% Upper class

Soft Biden supporters

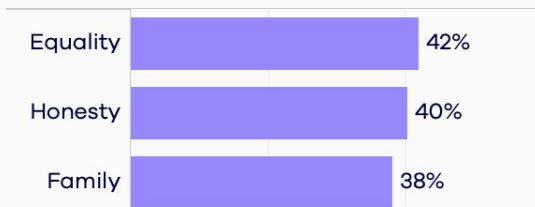
12% of all TX voters

Compared to other vote segments, Soft Biden supporters are **younger, less likely to be religious**, and more likely to be **women**

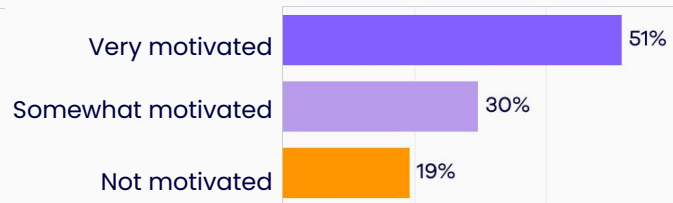
They are less likely to report feeling motivated to vote in the 2022 midterms



Soft Biden Top Values



2022 Motivation to Vote



Ethnicity

54% NH White
30% Latinx
11% Black
4% AAPI



Age

22% 18-29
21% 30-39
18% 40-49
20% 50-64
19% 65+



Gender

46% Men
53% Women
1% Nonbinary / Other



Education

48% Non-College
51% College



Urbanism

39% Urban
43% Suburban
18% Rural



Religion

34% Christian
22% Catholic
9% Protestant
25% Not religious



HHI

14% <\$25k
24% \$25k-\$49k
22% \$50k-\$75k
14% \$75k-\$99k
15% \$100k-\$149k
8% >\$150k



Parental status

33% Have children <18
21% Have children >18
46% Not parents



Class Identity

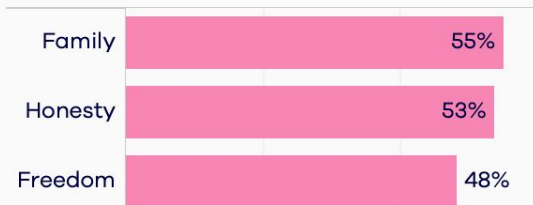
10% Lower class
30% Working class
44% Middle class
15% Upper class

Soft Trump supporters

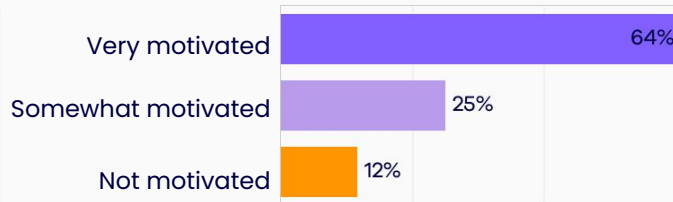
10% of all TX voters

Compared to other vote segments, Soft Trump are **older**, **suburban** and **middle class**.

Soft Trump Top Values



2022 Motivation to Vote



Ethnicity
82% NH White
12% Latinx
2% Black
2% AAPI



Age
10% 18-29
13% 30-39
15% 40-49
32% 50-64
32% 65+



Gender
53% Men
46% Women
1% Nonbinary / Other



Education
41% Non-College
58% College



Urbanism
25% Urban
49% Suburban
26% Rural



Religion
46% Christian
15% Catholic
21% Protestant
10% Not religious



HHI
10% <\$25k
18% \$25k-\$49k
20% \$50k-\$75k
17% \$75k-\$99k
19% \$100k-\$149k
10% >\$150k



Parental status
27% Have children <18
37% Have children >18
36% Not parents



Class Identity
6% Lower class
26% Working class
52% Middle class
16% Upper class



Strong Trump supporters

24% of all TX voters

Compared to other vote segments, Strong Trump supporters are **older, more religious,** and **less likely to hold a college degree**

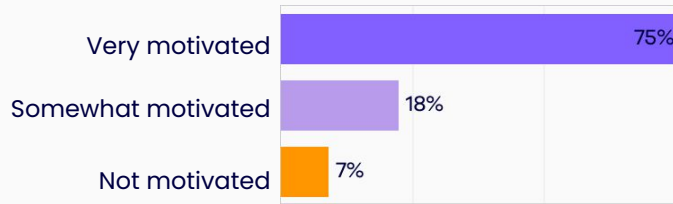
3 in 4 report feeling very motivated to vote in the midterm elections



Top Values



2022 Motivation to Vote



Ethnicity
83% NH White
13% Latinx
3% Black
1% AAPI



Age
7% 18-29
12% 30-39
14% 40-49
29% 50-64
37% 65+



Gender
53% Men
47% Women



Education
63% Non-College
36% College



Urbanism
24% Urban
39% Suburban
37% Rural



Religion
50% Christian
17% Catholic
16% Protestant
8% Not religious



HHI
5% <\$25k
28% \$25k-\$49k
21% \$50k-\$75k
14% \$75k-\$99k
12% \$100k-\$149k
6% >\$150k



Parental status
26% Have children <18
39% Have children >18
35% Not parents



Class Identity
10% Lower class
29% Working class
49% Middle class
13% Upper class

Nonvoters

31% of all TX voters

Compared to other vote segments, Nonvoters are **younger, less likely to hold a college degree, and more likely to be women**

Top Values



2022 Motivation to Vote



Ethnicity

52% NH White
35% Latinx
9% Black
2% AAPI



Age

35% 18-29
21% 30-39
17% 40-49
18% 50-64
9% 65+



Gender

41% Men
57% Women
2% Nonbinary / Other



Education

78% Non-College
19% College



Urbanism

40% Urban
30% Suburban
30% Rural



Religion

43% Christian
17% Catholic
4% Protestant
20% Not religious



HHI

28% <\$25k
29% \$25k-\$49k
18% \$50k-\$75k
8% \$75k-\$99k
6% \$100k-\$149k
3% >\$150k



Parental status

35% Have children <18
20% Have children >18
45% Not parents



Class Identity

20% Lower class
36% Working class
37% Middle class
7% Upper class



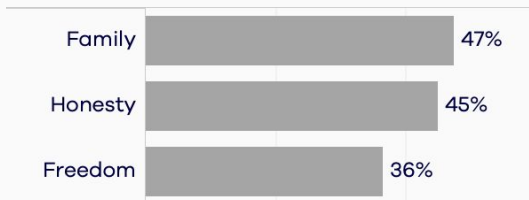
Undecided Voters

31% of all TX voters

1 in 4 currently undecided Texas voters voted for Biden in 2020.

1 in 5 voted for Trump in 2020.

Top Values



2022 Motivation to Vote



Ethnicity

56% NH White
30% Latinx
9% Black
3% AAPI



Age

25% 18-29
19% 30-39
19% 40-49
21% 50-64
16% 65+



Gender

39% Men
59% Women
2% Nonbinary / Other



Education

66% Non-College
31% College



Urbanism

38% Urban
36% Suburban
26% Rural



Religion

42% Christian
18% Catholic
7% Protestant
19% Not religious



HHI

23% <\$25k
28% \$25k-\$49k
19% \$50k-\$75k
10% \$75k-\$99k
9% \$100k-\$149k
5% >\$150k



Parental status

34% Have children <18
26% Have children >18
40% Not parents



Class Identity

17% Lower class
34% Working class
40% Middle class
9% Upper class



Understanding Avalanche's Qualitative Data

Avalanche Insights instruments combine closed-ended and open-ended questions, using proprietary in-house tech to code and quantify themes in open-ended responses.

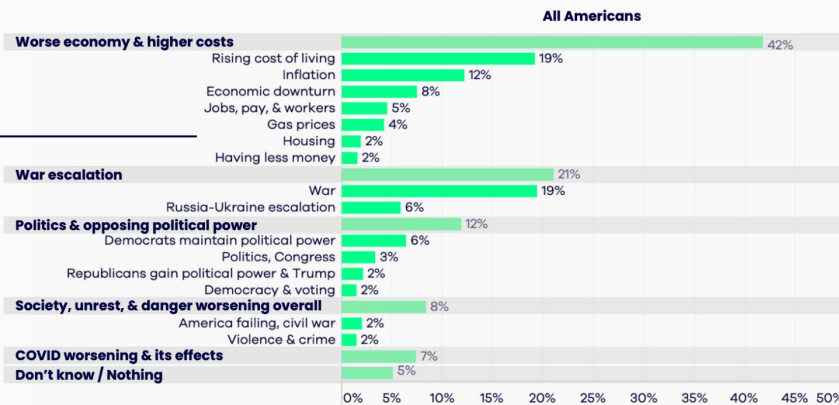
Question text indicates whether question was asked in open or closed format.

Qualitative themes, which summarize similar responses, are quantified as a percentage of a given audience. Responses *can* be coded into more than one theme.

Higher-level categories, indicated by gray headings, group together similar themes to shed light on summary insights from the data.

Americans' top fears for the next year relate to the economy — most frequently, to rising costs and inflation.

[Fear for America] What do you most fear will happen in America in the next year that would make things harder for people like you? (Open)



Confidential

11



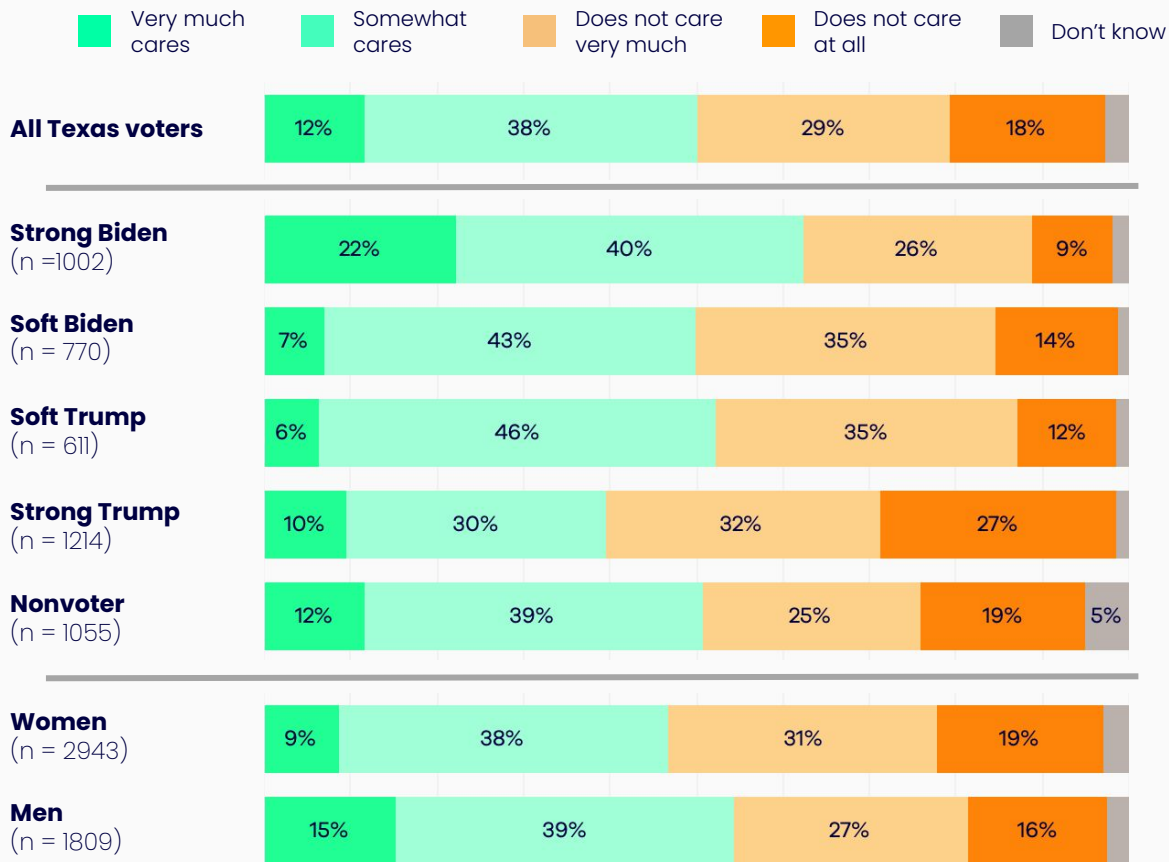
What are Texas voters' perceptions of
government and representation?



Only half of voters say the government cares about their community and people like them.

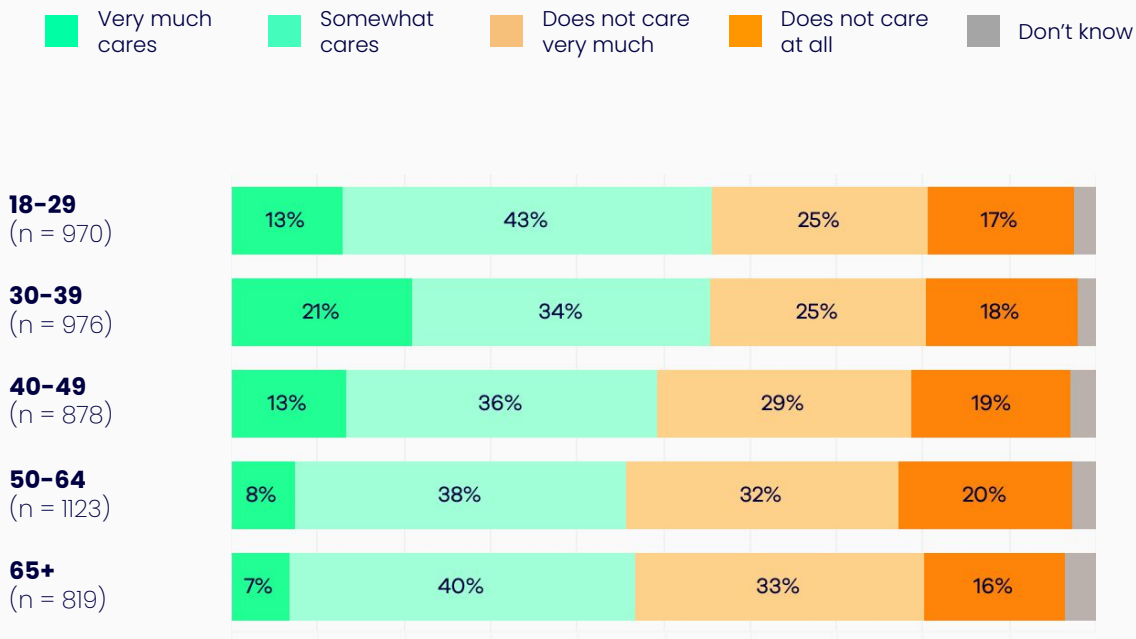
Strong Biden voters are more likely to say so than other vote choice groups. Men are more likely to say so than women.

[Govt Cares] How much do you think the government cares about your community and people like you? (Close-ended)



Younger voters are more likely to believe that the government at least somewhat cares about their communities

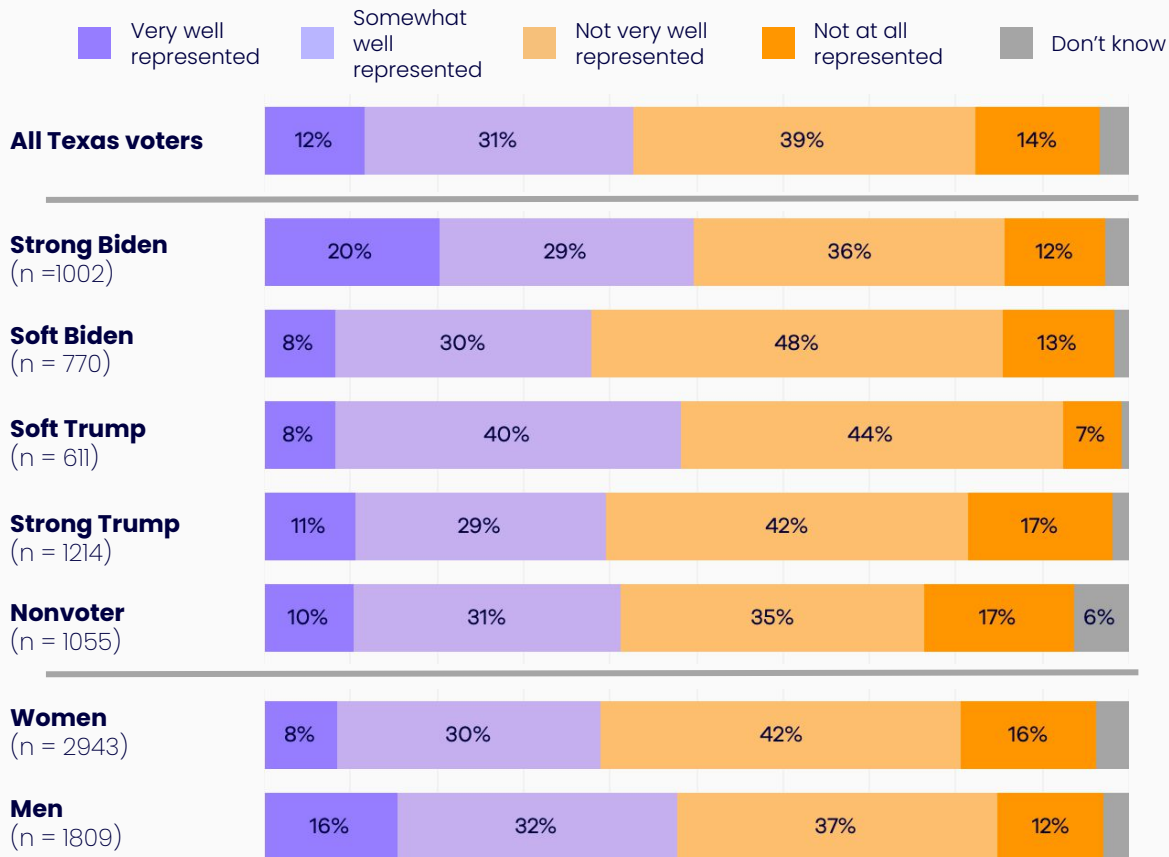
[Govt Cares] How much do you think the government cares about your community and people like you? (Close-ended)



A majority of Texas voters say they do not feel well represented in government.

Strong Biden and men voters are more likely to say they feel well-represented than other groups.

[Representation] How well do you feel that your community and people like you are represented in government? (Close-ended)

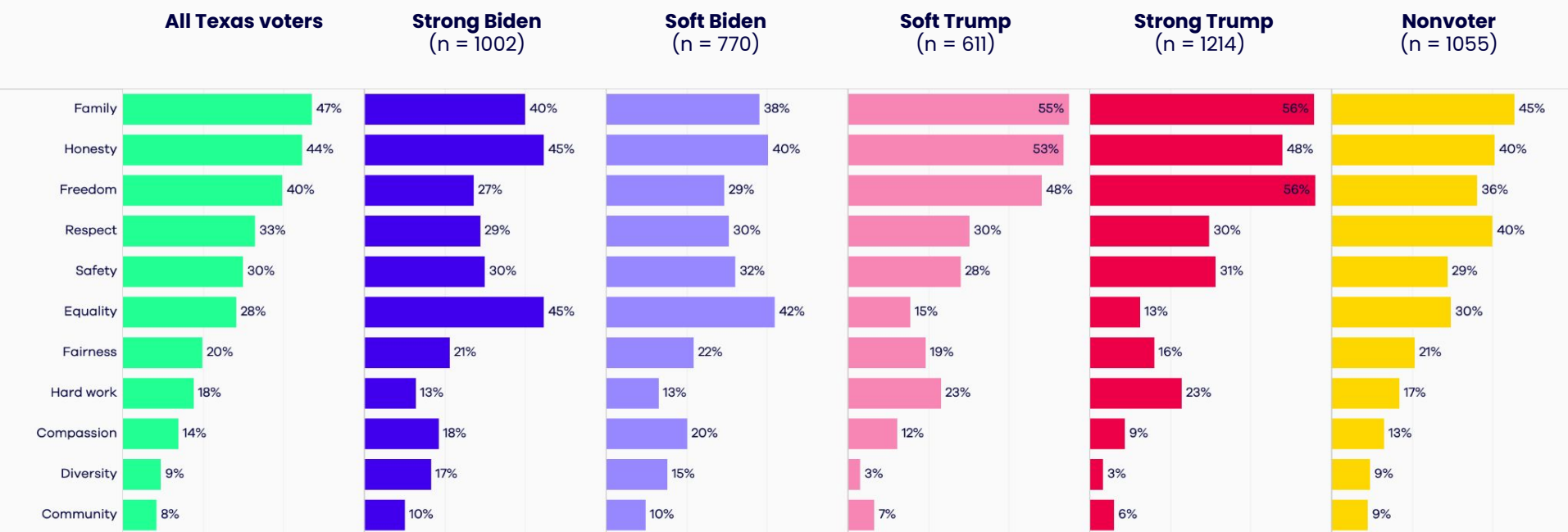


What **values and challenges** do Texas voters feel are most important?



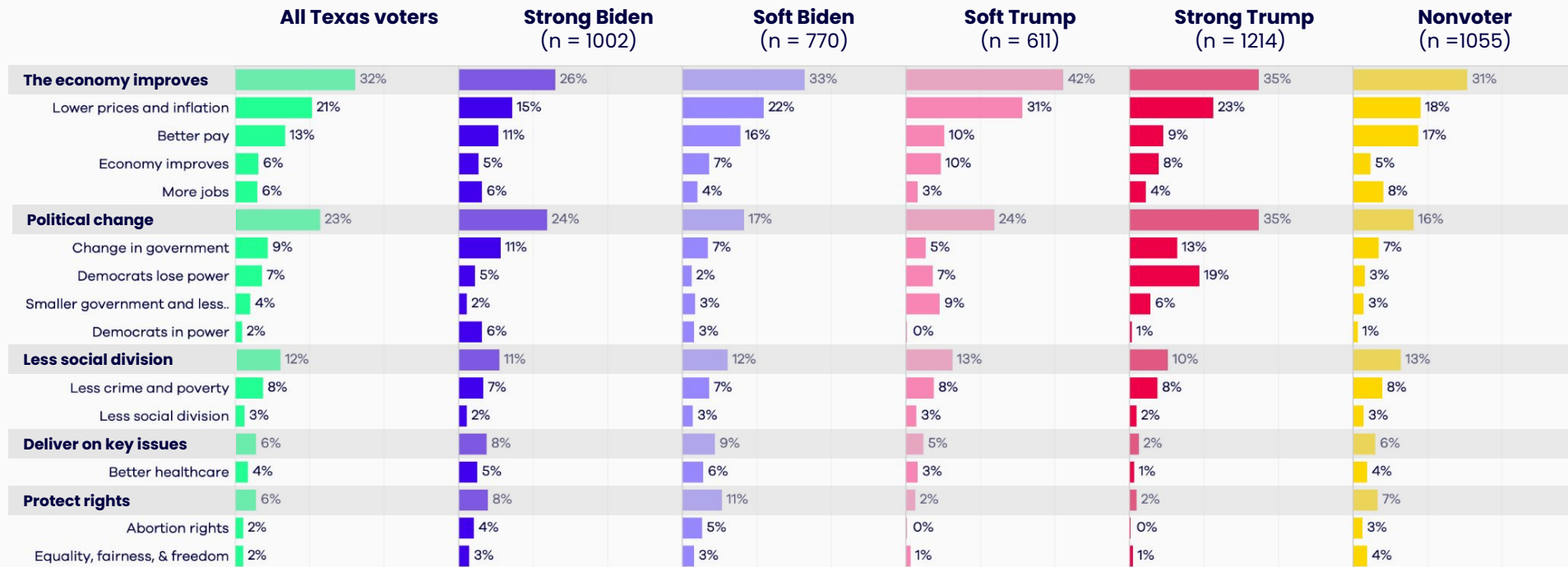
Family and honesty were top values for all Texan vote choice groups. Biden and Trump voters diverge on the third top value: equality vs. freedom, respectively.

[Values] Which of the following values are most important to you? Select up to three. (Close-ended)



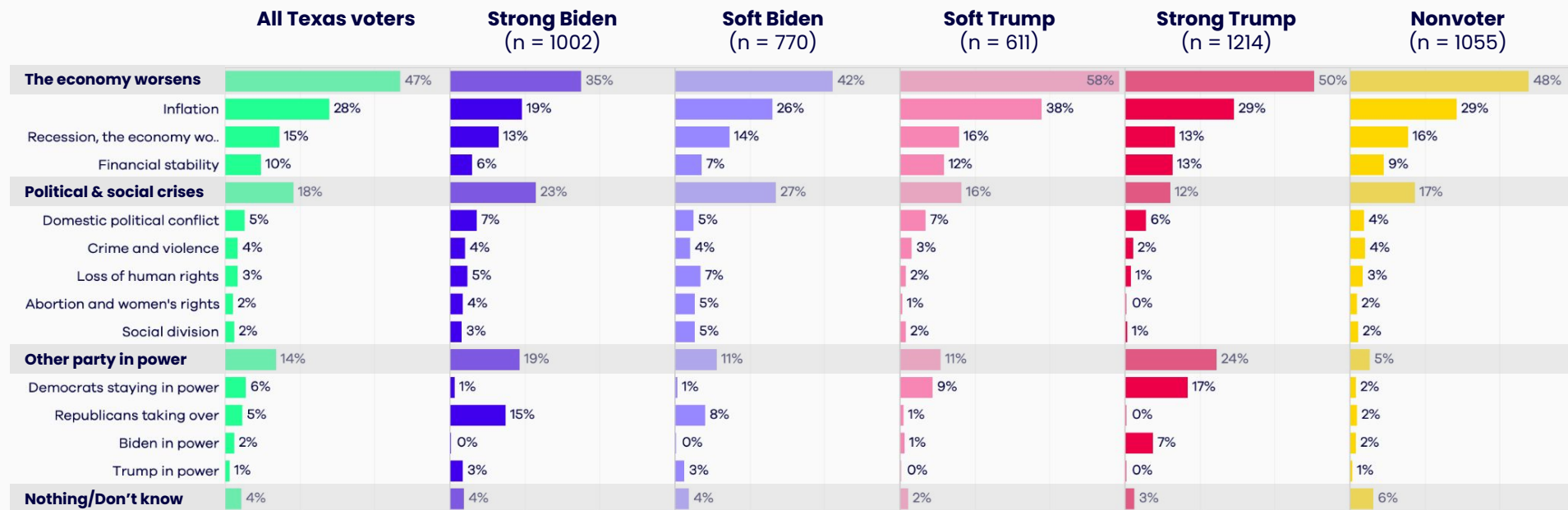
A plurality (1 in 3) of Texas voters say they hope the economy improves, with lower prices top of mind. Strong Biden and Trump voters as just as likely to say political change.

[Hopes] What do you most hope will happen in the next year to improve the lives of people like you? (Open-ended)



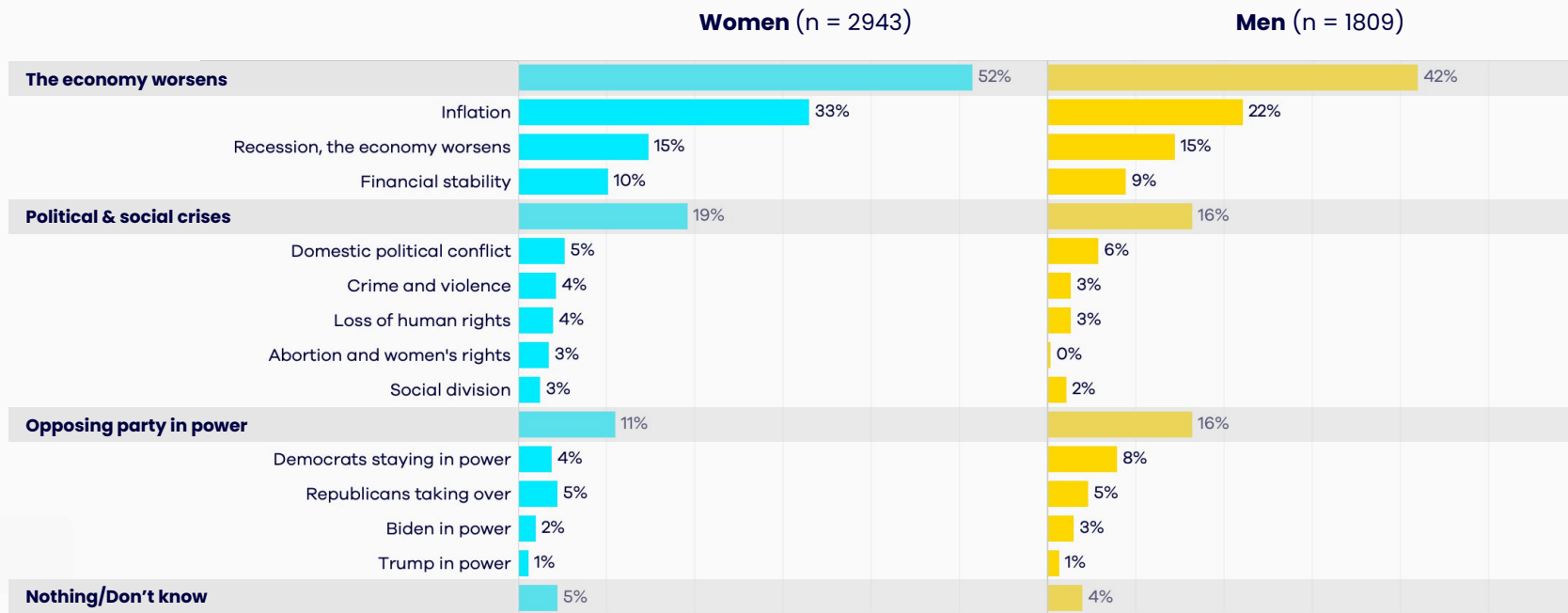
The most common fear for all vote choice groups is 'the economy worsening' (specifically rising prices). Biden voters show more concern for 'political & social crises.'

[Fears] What do you most fear will happen in America in the next year that would make things harder for people like you? (Open-ended)



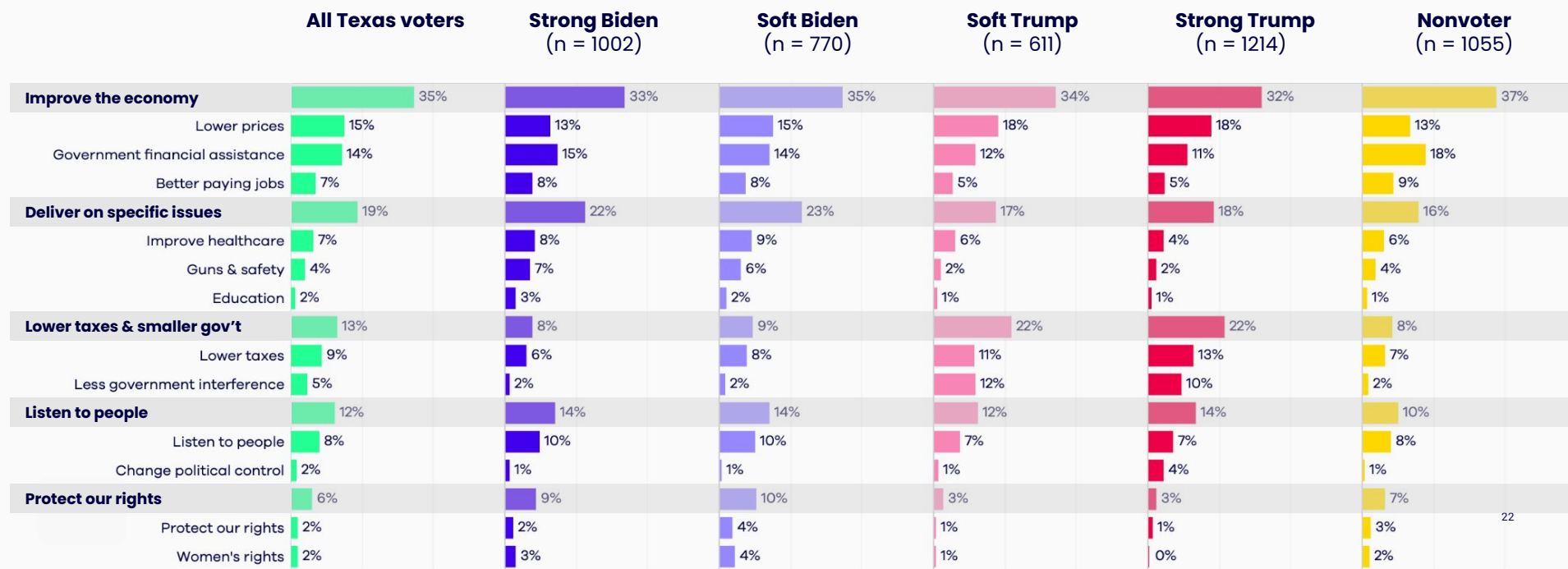
Women are more likely to cite economic fears than men. Men are more likely to cite opposing political party control as a fear.

[Fears] What do you most fear will happen in America in the next year that would make things harder for people like you? (Open-ended)



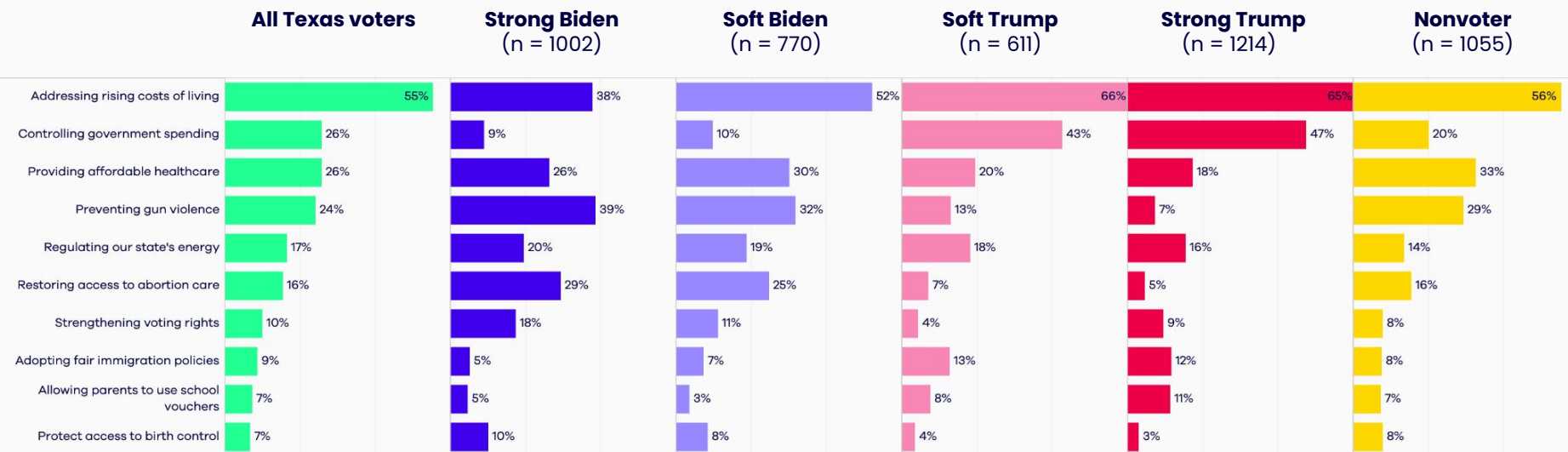
'Improving the economy' is the most common wish Texas voters say would improve the lives of people like them.

[Issue Priority] What is one thing you most wish the government would do to improve the lives of people like you? (Open-ended)



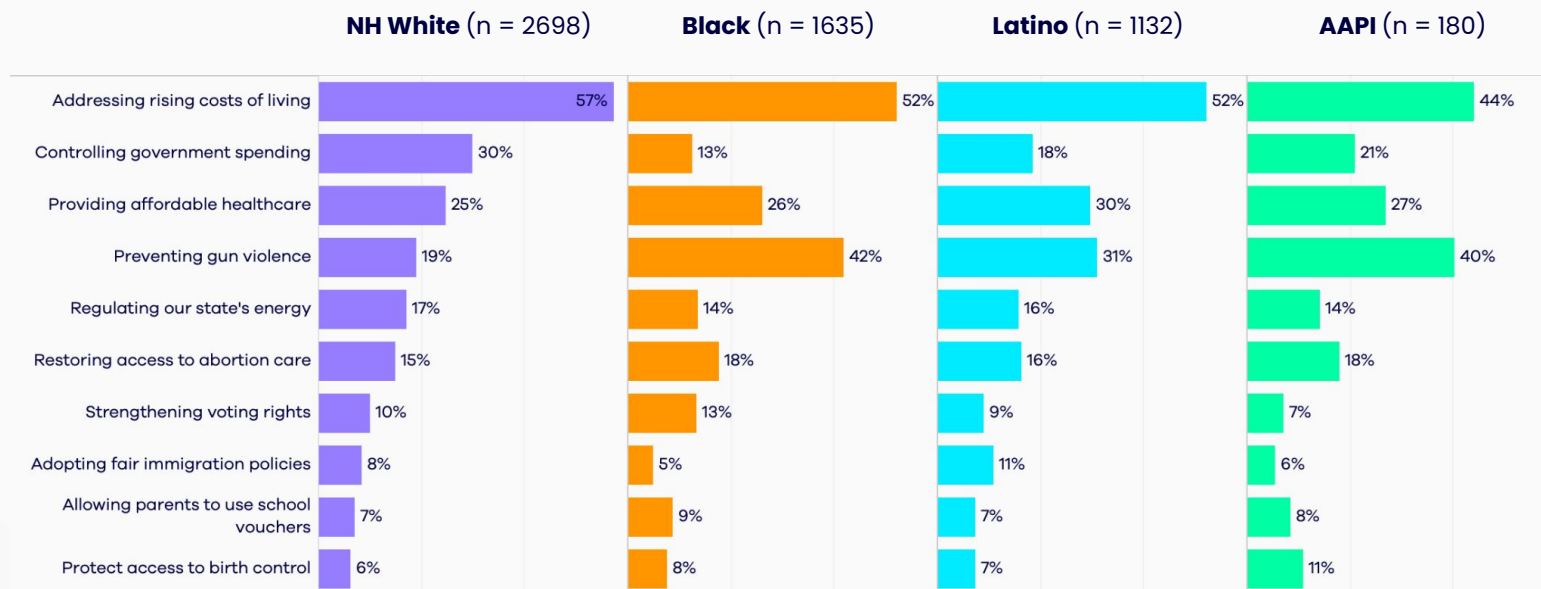
When given a specific list of priorities, more than half of Texas voters chose addressing rising costs. Other priorities tend to fall along vote choice.

[Elected Issue Priority] Which of the following do you think should be among the top priorities for elected officials this year?
Please select your top two. (Close-ended)



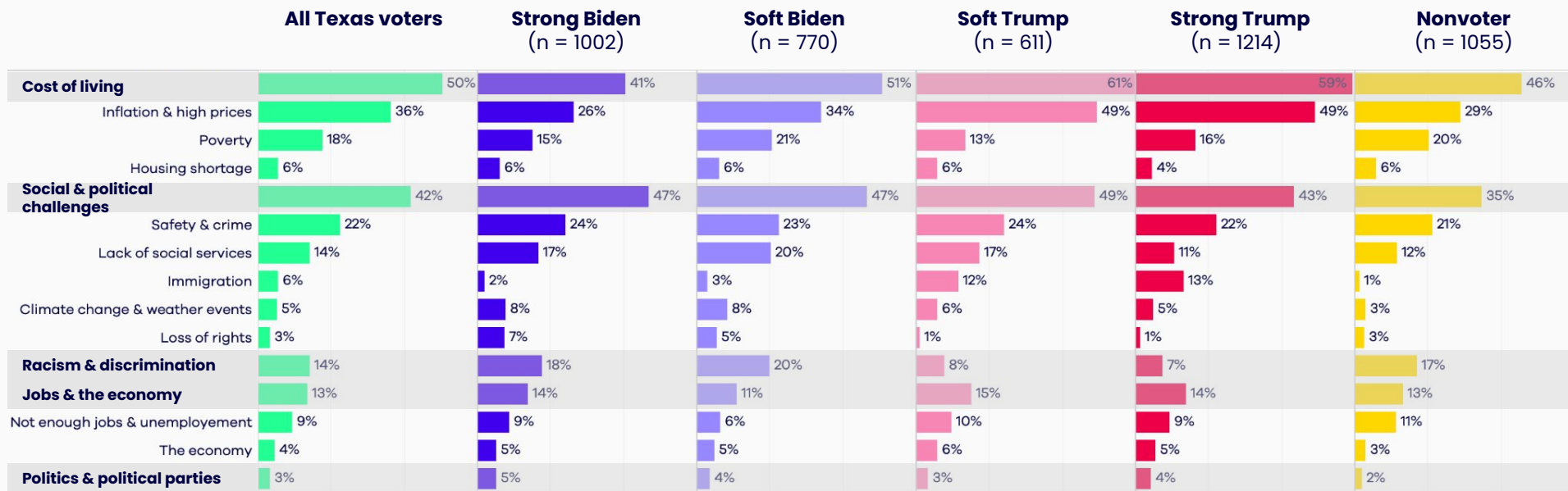
Gun violence prevention is the number two priority for Black, AAPI, and Latino voters, followed by affordable healthcare.

[Elected Issue Priority] Which of the following do you think should be among the top priorities for elected officials this year?
Please select your top two. (Close-ended)



After 'rising prices,' Texas voters cite several challenges, including 'safety & crime,' 'poverty,' 'racism & discrimination,' and 'lack of social services.'

[Barriers] In your opinion, what are 2-3 of the biggest challenges your community faces? (Open-ended)



In their own words: Barriers

Cost of living (50%)

"Rising prices, hunger, lack of affordable housing."

- Woman, White, 65+, College, Strong Trump

"Inflation, jobs not paying a decent wage to live off of, and the housing market."

- Woman, Hispanic, 30-39, Non college, Soft Trump

"Rising prices of food, unattainable housing costs, absurd healthcare costs."

- Man, White, 40-49, College, Soft Biden

"Our community faces high taxes, unregulated building, and foreign entities buying up land and properties causing a jump in prices."

- Woman, Black, 30-39, Non college, Strong Biden

Social & political challenges (42%)

"Lack of competent leadership, no political establishment and no one to stand up against violence."

- Man, White, 18-29, Non college, Strong Trump

"My little community faces growth pains: poor streets and roads, lack of parks for children, heavy traffic areas."

- Woman, White, 65+, Non college, Soft Trump

"Discrimination, criminalization, lack of access to resources (education, health, job training etc)."

- Woman, Black, 30-39, Non college, Soft Biden

"School system needs money and teachers, cost of living is increasing too rapidly."

- Woman, AAPI, 40-49, College, Strong Biden

Racism, discrimination, and social division (14%)

"My community faces racial profiling, police harassment, and hate crimes."

- Man, Chicano, 30-39, Non college, Strong Trump

"Racism, discrimination and bias."

- Man, Black, 18-39, College, Soft Trump

"Police brutality, racially discriminated, and racially profiled."

- Woman, Hispanic, 18-39, College, Soft Biden

"The biggest challenges are division, prejudice, and opinions."

- Woman, AAPI, 30-39, College, Soft Biden

"Racism, women's rights, LGBTQ+ discrimination."

- Woman, White, 18-29, College, Strong Biden

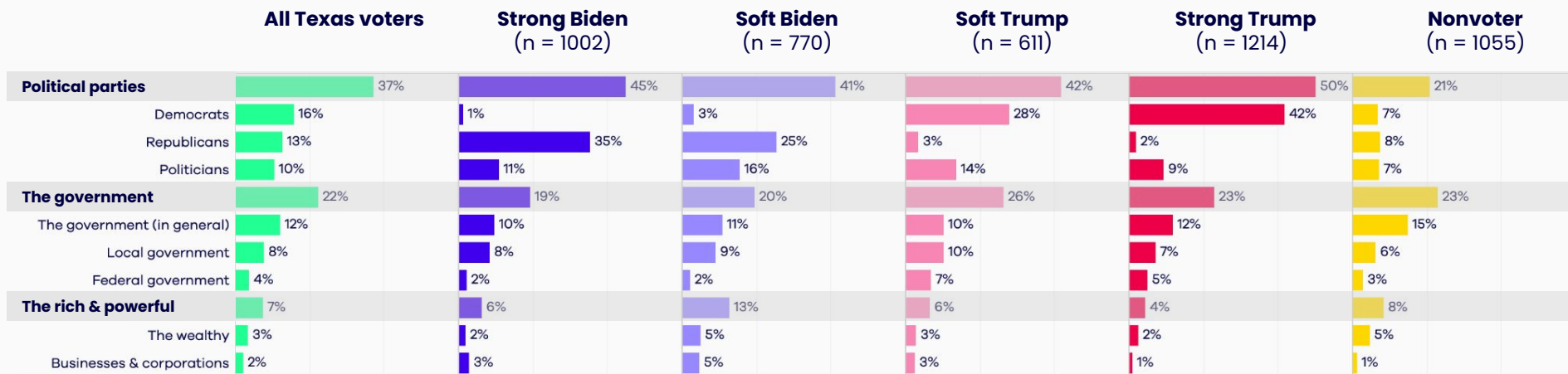


Who do Texas voters view as **heroes and**
villains?



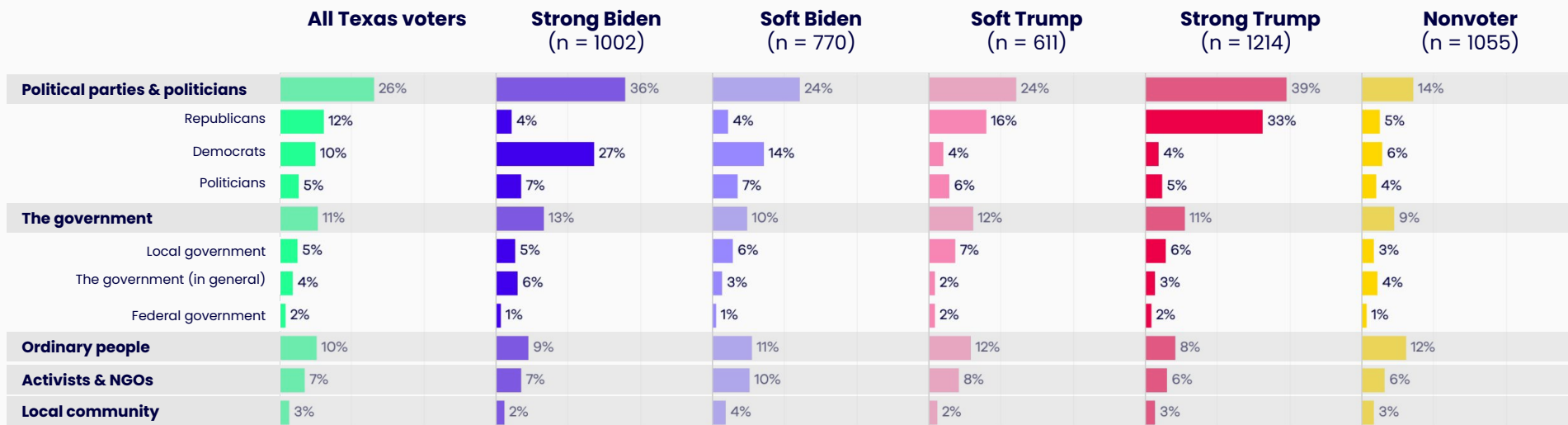
A clear plurality of Texas voters agree that the opposing party is the main barrier to addressing challenges. Soft Biden groups are most likely to cite 'the rich & powerful.'

[Prevents] Which individuals or groups do you think are standing in the way of addressing these challenges? (Open-ended)



Clear pluralities of vote choice groups say their own party does the most to help address challenges.

[Helps] Which individuals or groups do you think do the most to help address these challenges? (Open-ended)



What are Texas voters' **perceptions of the**
political parties?



Almost a quarter of Texas voters are unsure which party is more likely to improve their lives.

Women voters are split evenly, though more than a quarter are unsure.

[Hero Party] Which of the following is closest to your view? (Closed)

Most of the time, Democrats are more likely than Republicans to improve the lives of people like me

Most of the time, Republicans are more likely than Democrats to improve the lives of people like me

Unsure



Voters of color are more likely to say that Democrats are more likely to improve their lives.

However, a third of Black and AAPI voters and a quarter of Latino voters are unsure.

[Hero Party] Which of the following is closest to your view? (Closed)

Most of the time, Democrats are more likely than Republicans to improve the lives of people like me

Most of the time, Republicans are more likely than Democrats to improve the lives of people like me

Unsure

NH White
(n = 2698)



Black
(n = 1635)



Latino
(n = 1131)



AAPI
(n = 180)



While younger voters tend to view Democrats as more likely to improve the lives of people like them, nearly 3 in 10 are unsure which party is more likely to improve their lives.

[Hero Party] Which of the following is closest to your view? (Closed)

Most of the time, Democrats are more likely than Republicans to improve the lives of people like me

Most of the time, Republicans are more likely than Democrats to improve the lives of people like me

Unsure

18-29
(n = 970)



30-39
(n = 976)



40-49
(n = 878)



50-64
(n = 1123)

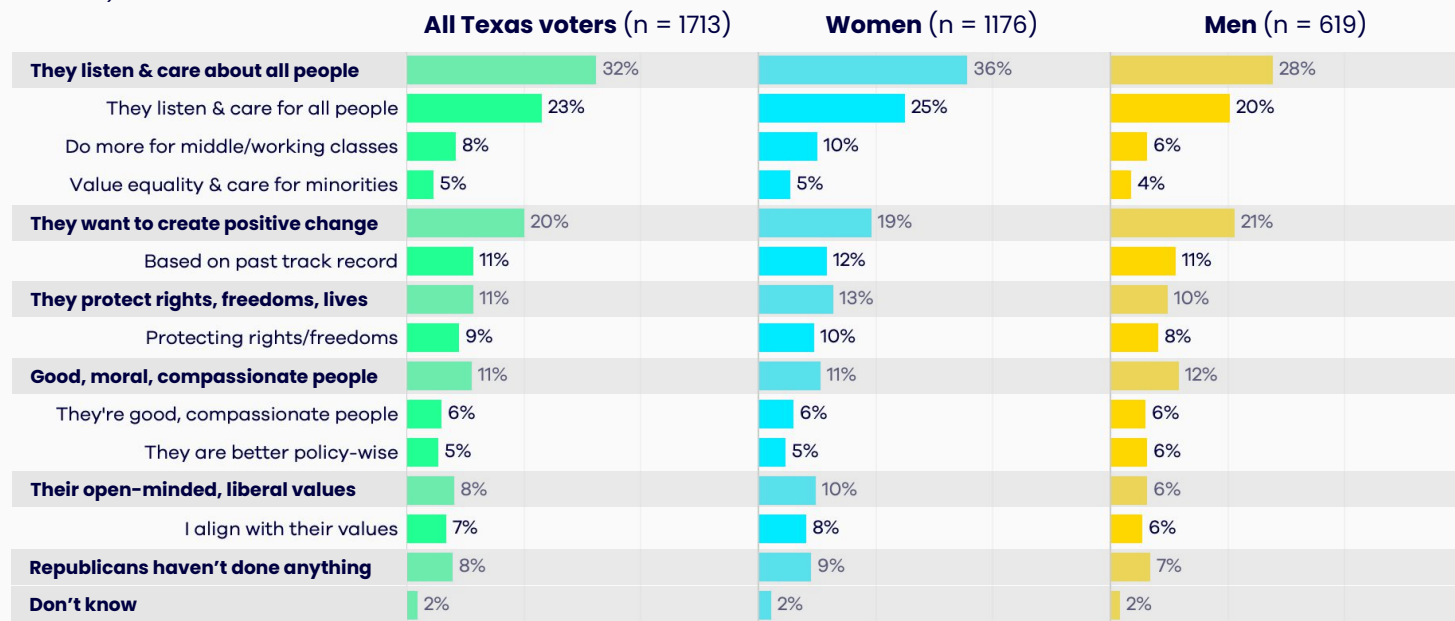


65+
(n = 819)



A plurality of those who say they believe Democrats are more likely to improve their lives cite 'they listen & care for all people.' Women are more likely than men to mention it.

[Hero Party Why DEM] You previously said that Democrats are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)



In their own words: Hero Party Why – Democrats

They listen & care about all people (32%)

"They **listen** to the people."

- Woman, White, 65+, College, Soft Trump

"They seem to **care** more about **low income** people."

- Woman, 65+ Chicano / Tejano, Non college, Soft Trump

"I think they're more **tapped into the community**."

- Man, Black, 30-39, College, Soft Biden

"They understand what people are going through. The show that **they care and can relate**."

- Woman, Black, 40-49, Non college, Soft Biden

Track record shows they want to create positive change (20%)

"I believe democrats in the past have **supported** some if the **issues** that **currently concern me**."

- Woman, Hispanic, 40-49, College, Soft Biden

"In the past, when Democrats are in charge, **average people's lives are better**."

- Man, White, 50-64, College, Soft Biden

"Because **they helped me**."

- Man, Tejano, 40-49, Non college, Soft Trump

"Just looking at history. They've **passed a lot of bills that are inline with my views**."

- Woman, Black, 18-29, Non college, Soft Biden

They want to protect rights, freedoms, and lives (11%)

"Because they care more about **protecting our rights** rather than taking them away."

- Women, 18-29, Tejano, College, Soft Trump

"They seem to be more concerned with the **importance of vaccines** and stricter laws on **gun control**."

- Woman, White, 50-64, College, Soft Trump

"They **fight for our voting rights**, gun control, **abortion rights**, reduce taxes for the middle class and not just the rich."

- Woman, AAPI, 65+, College, Soft Biden

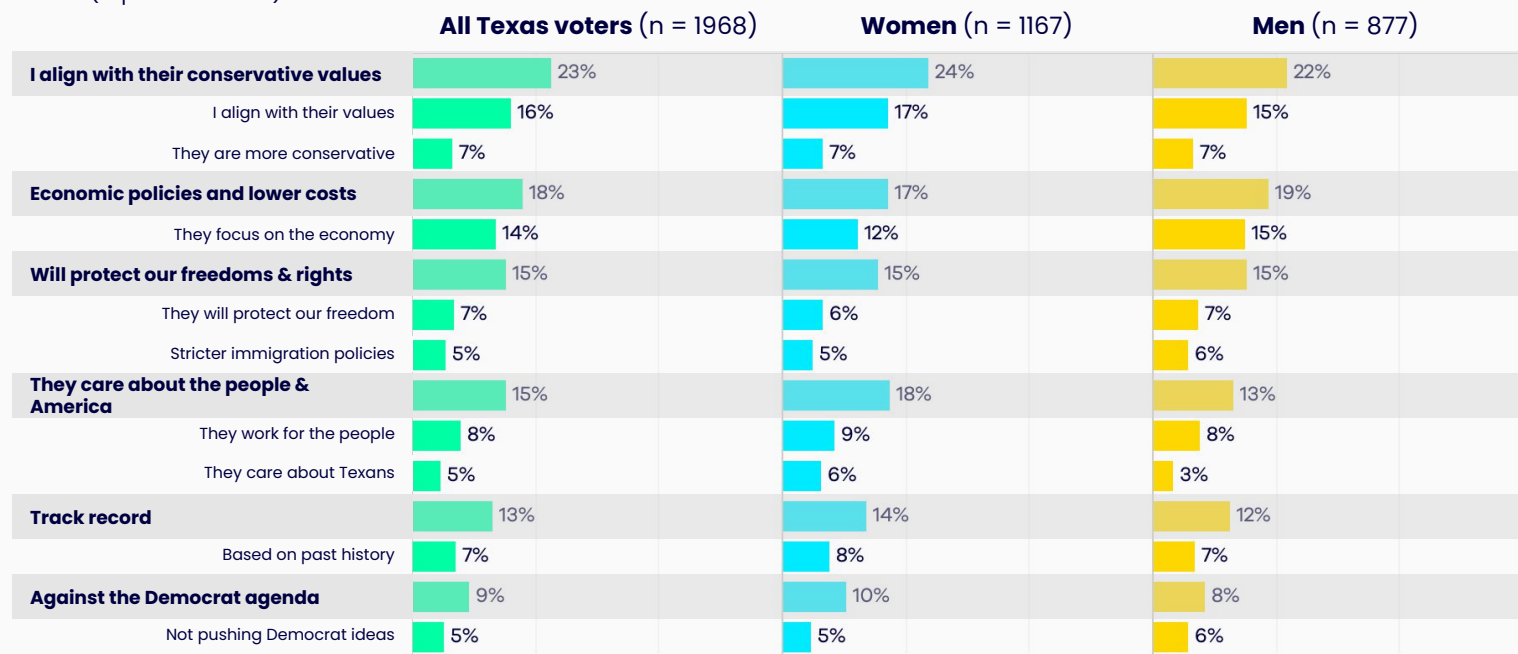
"They **believe in people's freedom** more than Republicans do."

- Man, Black, 30-39, College, Soft Biden



Those who say they believe Republicans are more likely to improve their lives cite Republicans' values and economic policy.

[Hero Party Why GOP] You previously said that Republicans are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)



In their own words: Hero Party Why – Republicans

I align with their conservative values (23%)

"Republicans tend to have a **more conservative stance** for improving the lives of Texans."

- Woman, Black, 65+, College, Soft Trump

"I feel they are less extreme and have **traditional values**."

- Man, White, 50-64, College, Soft Trump

"I believe their more **conservative approach** would be **better at addressing the current issues**."

- Man, Hispanic, 40-49, Non college, Soft Trump

"Republicans are **more conservative** and want **to protect their own**. Republicans want to keep work, jobs, and money at home."

- Woman, Black, 30-39, Non college, Soft Biden

Good with the economy and will lower costs (18%)

"Because they more concerned with **making the economy better**."

- Woman, Black, 40-49, Non college, Soft Trump

"They are **providing jobs** therefore more opportunities of employment."

- Woman, Hispanic, 18-29, College, Soft Trump

"Republicans **spend less money** and so the prices of things and the stock market readjust for the better."

- Man, Hispanic, 30-39, College, Soft Biden

"Cause republicans are always trying to **create jobs** so a good paying job will improve your life."

- Man, 50-64, White, College, Soft Biden

They care about the people & America (15%)

"Despite the yammerings of the media, Republicans **care more about people and state's rights** than Democrats."

- Man, White, 65+, Non college, Soft Trump

"They **care** about the citizens."

- Man, Black, 18-29, Non college, Soft Trump

"They more **trustworthy**."

- Woman, White, 40-49, College, Soft Trump

"Because they **know what us Texans want**."

- Man, 18-29, Hispanic, College, Soft Biden

"For the most part they put the **American people's interest first**."

- Woman, Black, 50-64, College, Soft Biden

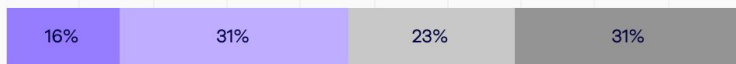
Soft Biden voters are slightly more distrustful of their own party compared to Soft Trump voters.

[Trust Dem/GOP] How much do you trust that Democrats/Republicans in office are working to improve the lives of Texans?(Close-ended)

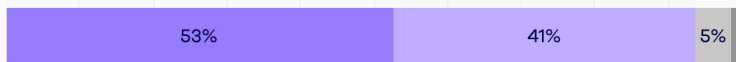
Very much Somewhat Not very much Not at all

Democrats

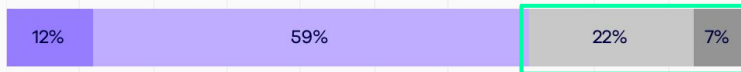
All Texas voters



Strong Biden
(n = 1002)



Soft Biden
(n = 770)



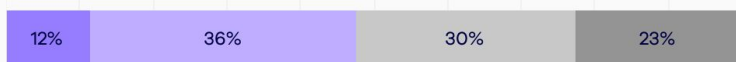
Soft Trump
(n = 611)



Strong Trump
(n = 1214)

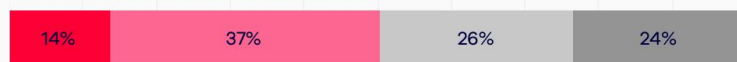


Nonvoter
(n = 1055)



Very much Somewhat Not very much Not at all

Republicans



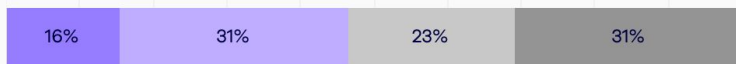
Younger Texas voters tend to trust Democrats more compared to older Texas voters, however this trust is mostly tentative. Distrust correlates with older age.

[Trust Dem/GOP] How much do you trust that Democrats/Republicans in office are working to improve the lives of Texans?(Close-ended)

Very much Somewhat Not very much Not at all

Democrats

All Texas voters



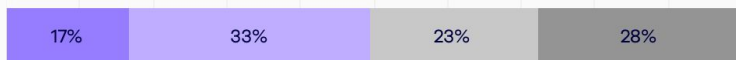
18-29 (n = 970)



30-39 (n = 976)



40-49 (n = 878)



50-64 (n = 1123)



65+ (n = 819)



Very much Somewhat Not very much Not at all

Republicans



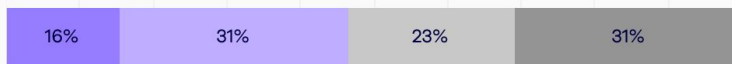
Voters of color trust Democrats more compared to NH White voters, although most of this trust is tentative.

[Trust Dem/GOP] How much do you trust that Democrats/Republicans in office are working to improve the lives of Texans?(Close-ended)

Very much Somewhat Not very much Not at all

Democrats

All Texas voters



NH White
(n = 2698)



Black
(n = 1635)



Latino
(n = 1131)

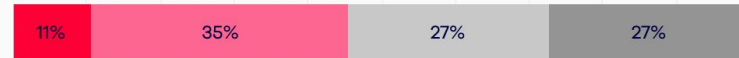
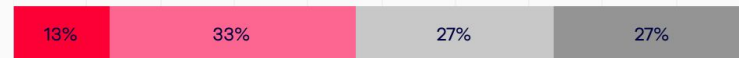


AAPI
(n = 180)



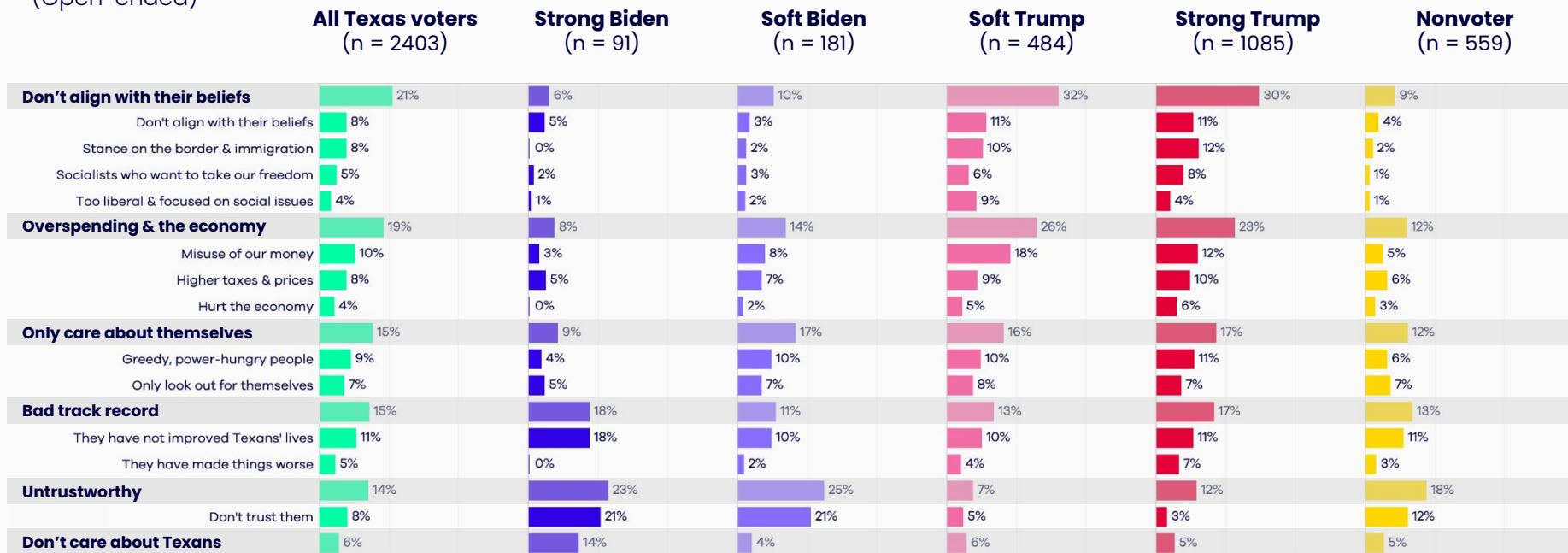
Very much Somewhat Not very much Not at all

Republicans



Biden voters who say they don't trust Democrats view their own party as untrustworthy. Trump voters are more likely to cite opposing beliefs and Democrats' spending.

[Not Trust Dem – WHY] Why, specifically, don't you trust that Democrats in office are working to improve the lives of Texas voters?
(Open-ended)



In their own words: Don't trust Democrats because...

Don't align with their beliefs

"They seem to only care about 'wokeness' for votes and that **doesn't represent a majority of the population**"

– Woman, 30–39, Latina, College, Other

"Because they want to **open our borders** and give **benefits to people that have never worked** a day in our country"

– Woman, 65+, White, Some college, Strong Trump

"They are **too worried about abortion** & certain social issues"

– Woman, 40–49, Mexican American, Some college, Strong Biden

Overspending & the economy

"They are **horrible with money** and prioritize minorities and people other than who they were elected to serve."

– Man, 18–29, Mexican American, Some college, Strong Trump

"Democrats want the govt to solve everything and **spend other peoples money**"

– Man, 40–49, Black, Some college, Soft Trump

"They never do anything to help Americans, they **only raise taxes** and want more control of our lives"

– Woman, 65+, White, Non college, Strong Trump

Only care about themselves

"They're just going to increase our taxes. They **don't care about anyone but themselves.**"

– Woman, 18–29, White, College, Soft Biden

"They don't listen or look out for people that live in Texas. They appear to **care more about image** than what's really going on."

– Woman, 30–39, Black, Some college, Soft Trump

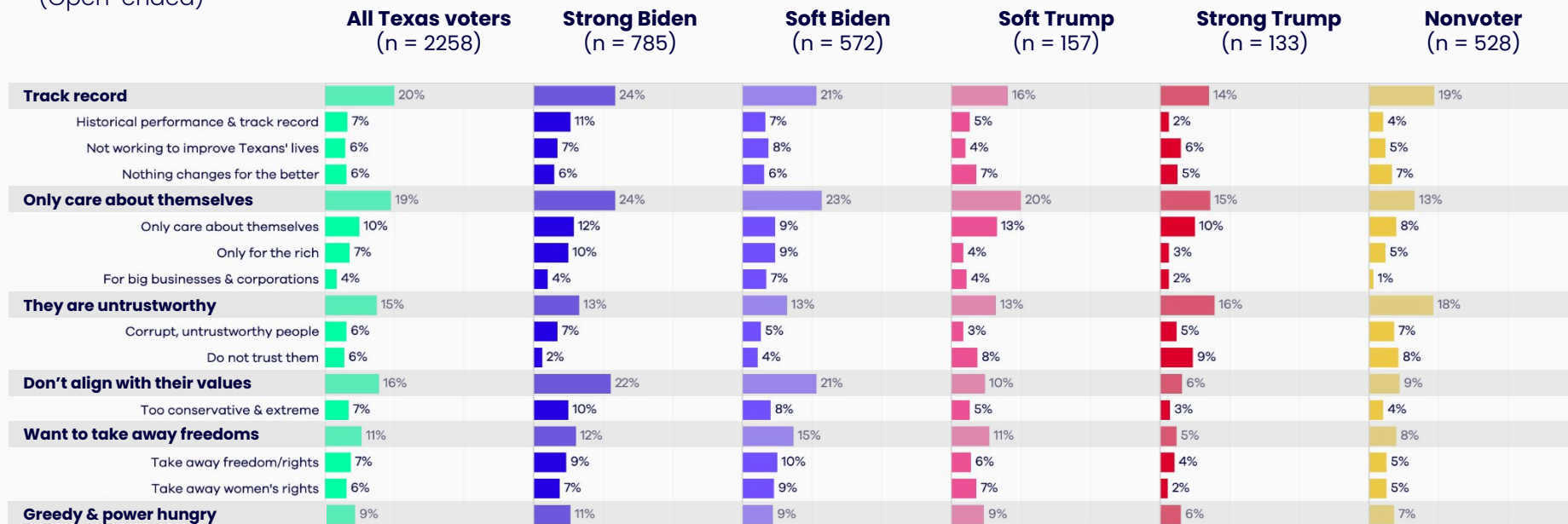
"Dems vote on emotional, **subjective issues** which change **according to their agenda.**"

– Man, 30–39, White, Some college, Other



1 in 5 Soft Trump voters say that they do not trust Republicans because they only care about themselves.

[Not Trust GOP – WHY] Why, specifically, don't you trust that Republicans in office are working to improve the lives of Texans?
(Open-ended)



In their own words: Don't trust Republicans because...

Track record (20%)

"Nothing has changed in Texas! Abbott needs a wake up call because he clearly doesn't get it! **You take away the rights of people, you restrict them in so many ways and in a crisis you don't offer any assistance in trying to help, gun violence and all!**"

– Woman, Black, 65+, Some college, Strong Biden

"They **vote against everything that would be helpful** to lower class. They only care about making the rich, richer"
– Woman, Black, 30-39, Some college, Soft Biden

"The **power grid is still not fixed**. All Greg Abbot thinks about is immigration and that stupid border wall."
– Woman, White, 65+, Some college, Strong Biden

Only care about themselves (19%)

"It seems like **republicans are more concerned with engaging in whatever "moral panic" is currently going on** (i.e Critical Race Theory) rather than engaging with and **supporting legislation that would actually help** every day Americans"

– Woman, Brazilian, 30-39, College, Soft Biden

"Abbott cares more about the imaginary border crisis than he does about **keeping us safe** during winter and heat waves"
– Woman, White, 50-64, Non college, Strong Biden

"All they care about is cutting costs by **defunding social programs and act like they're giving us more choice**. It's all about cutting programs for the poor and giving tax breaks and incentives for the rich and business."
– Man, Hispanic, 40-49, Non college, Soft Biden

They are untrustworthy (15%)

"They really jus want us to vote them in an talk really pretty as to what they do but **never fulfill that promise.**"
– Man, Mexican American, 30-39, Some college, Nonvoter

"Because **they are racist** and Texas is diverse"
– Woman, Chicana, 50-64, Non college, Strong Biden

"I don't really trust them i general, but it's also cuz **they wouldn't be helping a Texan like me**"
– Woman, Black, 18-29, College, Prefer not to say

"I do not care for all Republicans because in my opinion **all they wanna do is just make money off of us.**"
– Woman, Black, 30-39, Some college⁴⁴, Strong Biden

How **motivated** do Texas voters say they are to vote in the 2022 midterm elections?



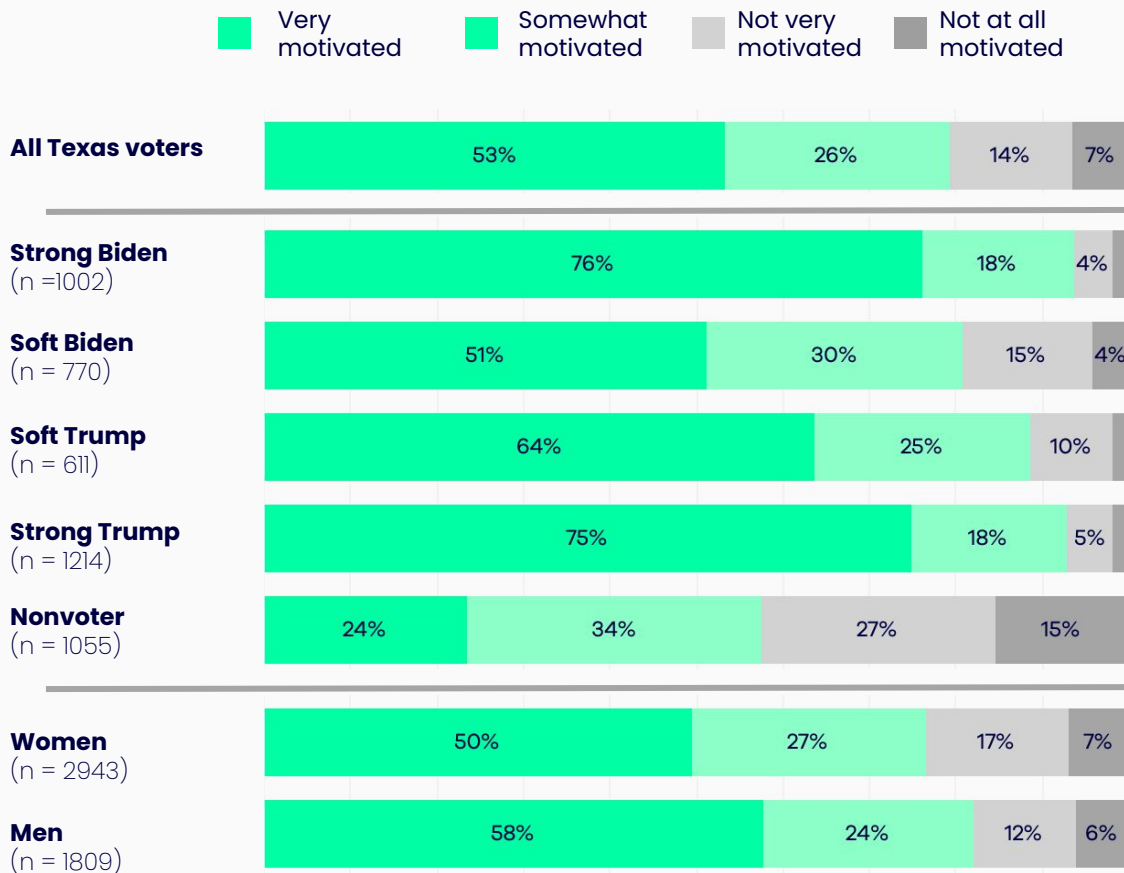
A strong majority of 2020 nonvoters say they are at least somewhat motivated to vote in 2022.

Only half of Soft Biden voters are very motivated.

Women report less motivation than men.



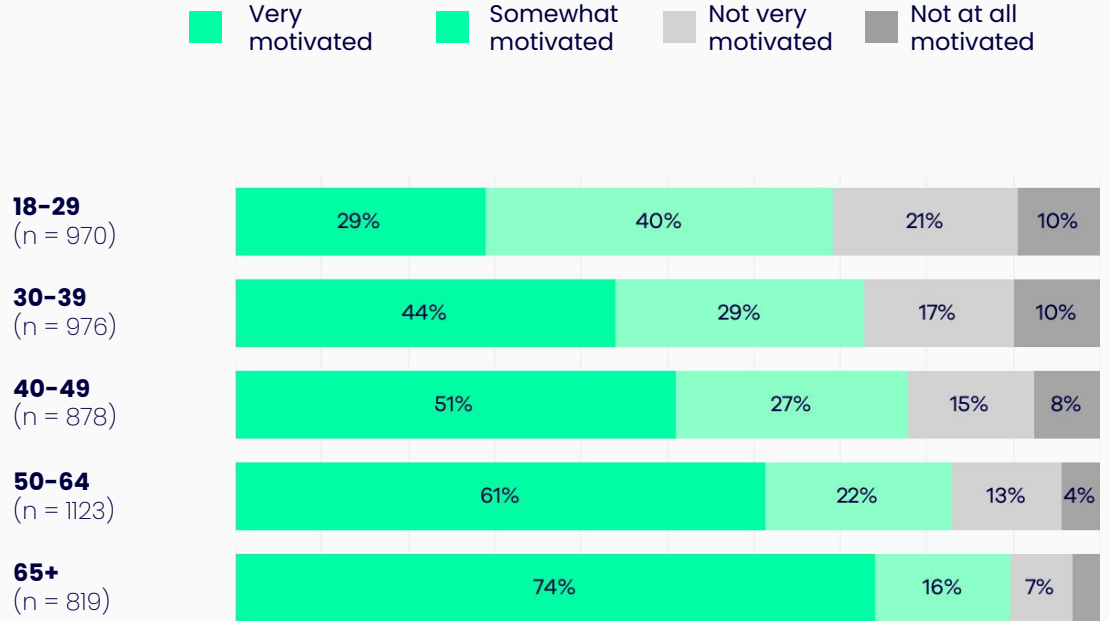
[Motivation Vote 2022] How motivated would you say you currently feel to vote in the 2022 midterm elections? (Closed)



There is a strong correlation between reported motivation and age.

Only 3 in 10 18–29 year olds report being very motivated to vote.

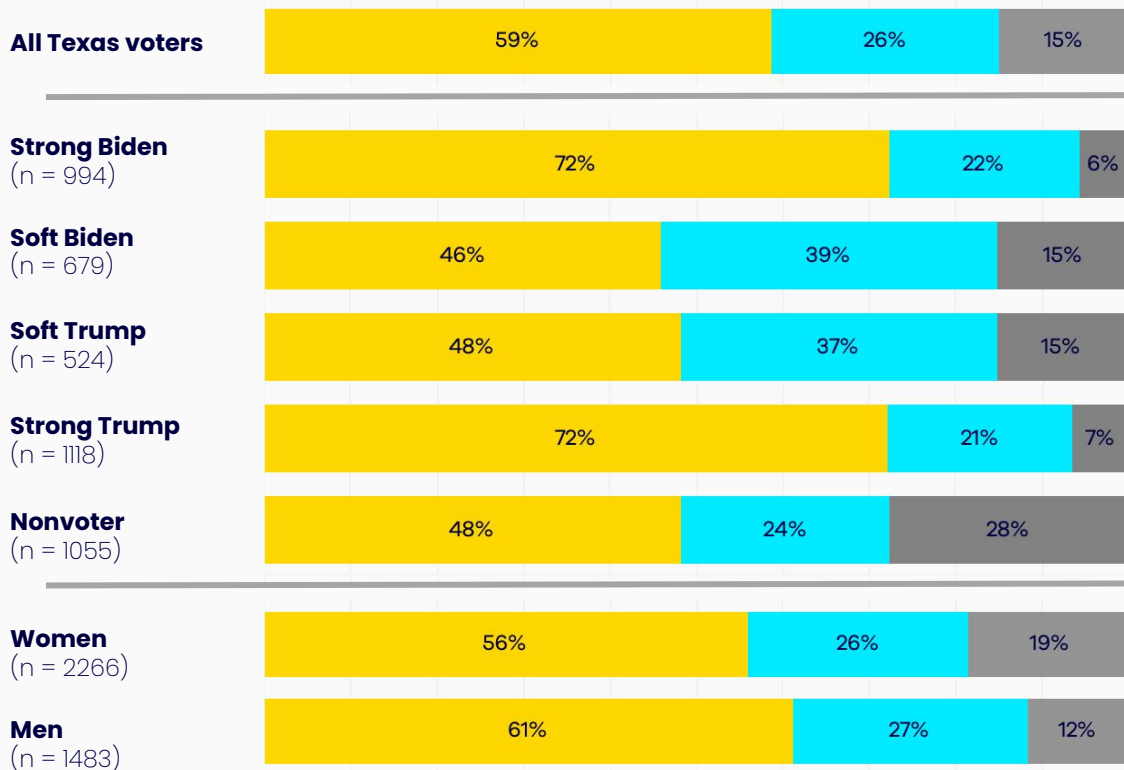
[Motivation Vote 2022] How motivated would you say you currently feel to vote in the 2022 midterm elections? (Closed)



Among those motivated to vote, Soft Biden and Soft Trump voters are split on whether they are voting because they strongly support their candidates or mostly voting against the other party.

[Motivated Why] Which of the following most closely explains your motivation to vote in the next election, even if neither is exactly right? (Closed)

■ I strongly support the candidates I plan to vote for ■ I am mostly voting against the other party ■ Unsure



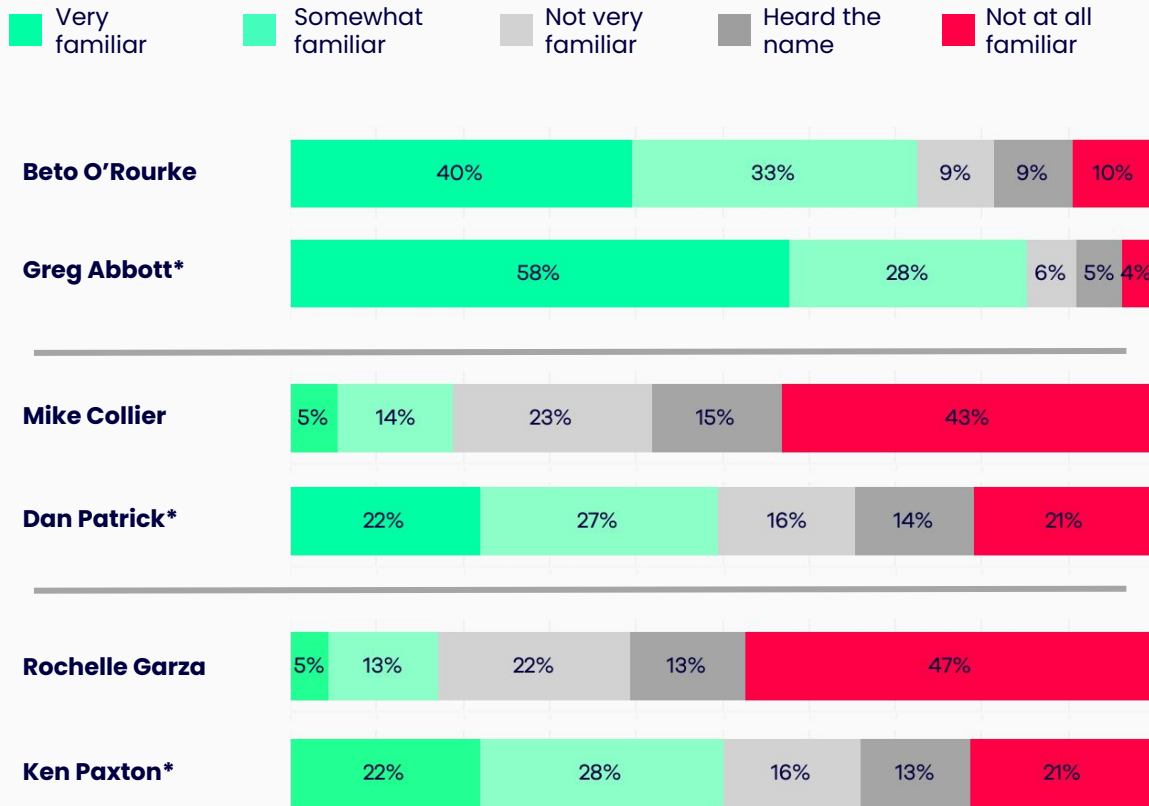
What are Texas voters saying about the
2022 election and individual candidates?



Roughly 3 in 10 Texas voters report not being familiar with Beto O'Rourke.

Democratic challengers hold less familiarity among Texas voters.

[Familiarity] How familiar are you with... (Close-ended)



* = incumbent

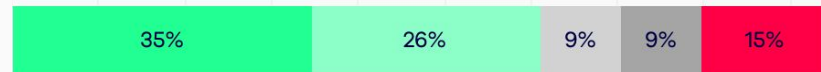


6 in 10 Texas voters are familiar with Linda Hidalgo.

[Familiarity] How familiar are you with... (Close-ended)

Very familiar Somewhat familiar Not very familiar Heard the name Not at all familiar

Lina Hidalgo*



Alexandra del Moral Mealer



Deborah Peoples



Tim O'Hare



Michelle Vallejo



Monica De La Cruz



* = incumbent



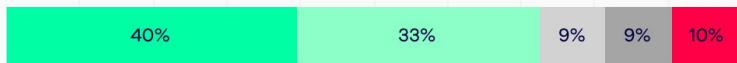
Nearly half of voters under the age of 30 report not being familiar with Beto.

[Familiarity] How familiar are you with... (Close-ended)

Very familiar Somewhat familiar Not very familiar Heard the name Not at all familiar

Beto O'Rourke

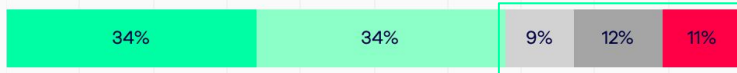
All Texas voters



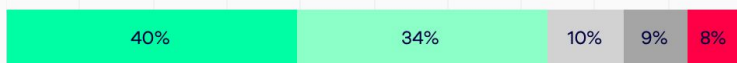
18-29 (n = 970)



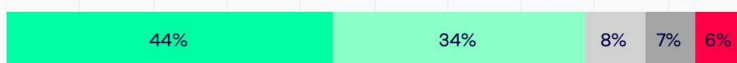
30-39 (n = 976)



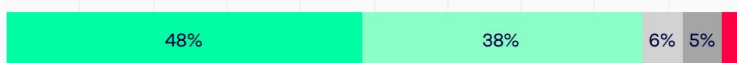
40-49 (n = 878)



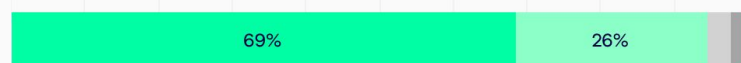
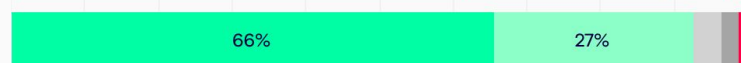
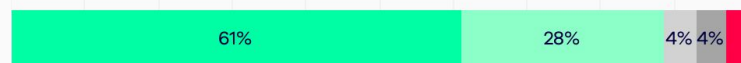
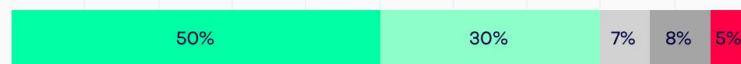
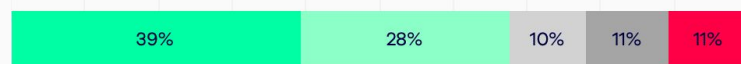
50-64 (n = 1123)



65+ (n = 819)



Greg Abbott



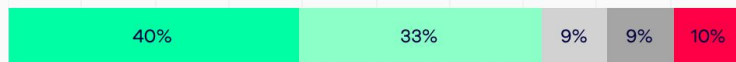
Black, Latino, and AAPI Texas voters are less familiar with both O'Rourke and Abbott than White voters. They are also more likely to be very familiar with Abbot than with O'Rourke.

[Familiarity] How familiar are you with... (Close-ended)

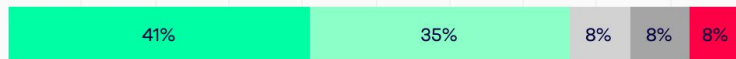
Very familiar Somewhat familiar Not very familiar Heard the name Not at all familiar

Beto O'Rourke

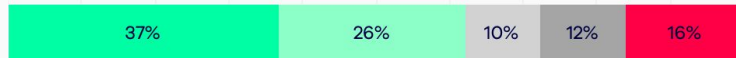
All Texas voters



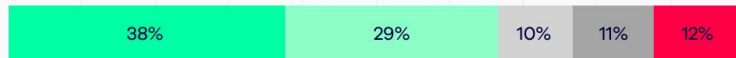
NH White
(n = 2698)



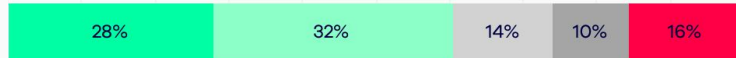
Black
(n = 1635)



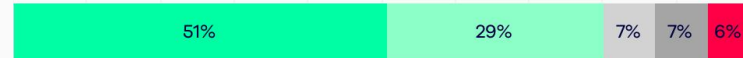
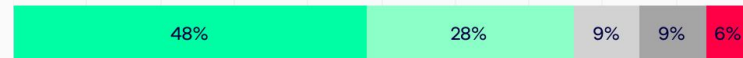
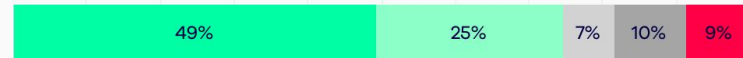
Latino
(n = 1131)



AAPI
(n = 180)

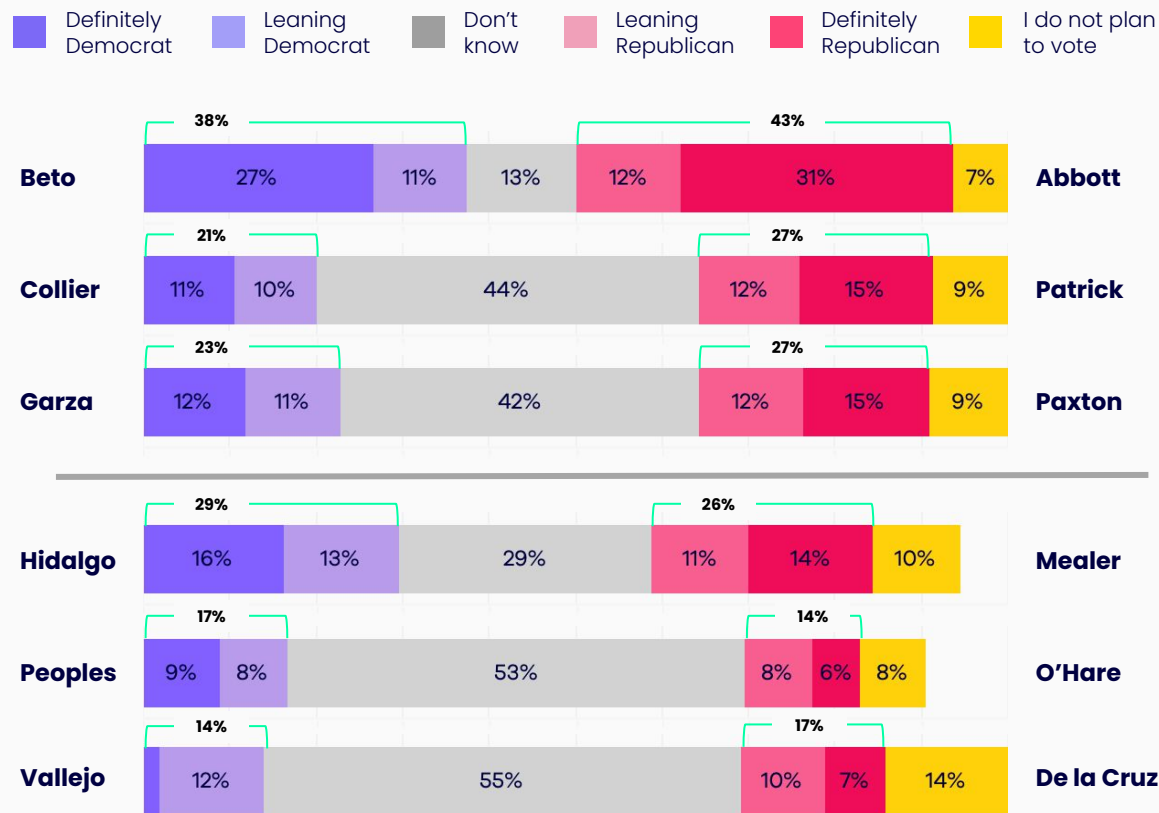


Greg Abbott



Across all races except the Gubernatorial race a large share of voters are unsure who they would vote for if elections were held today.

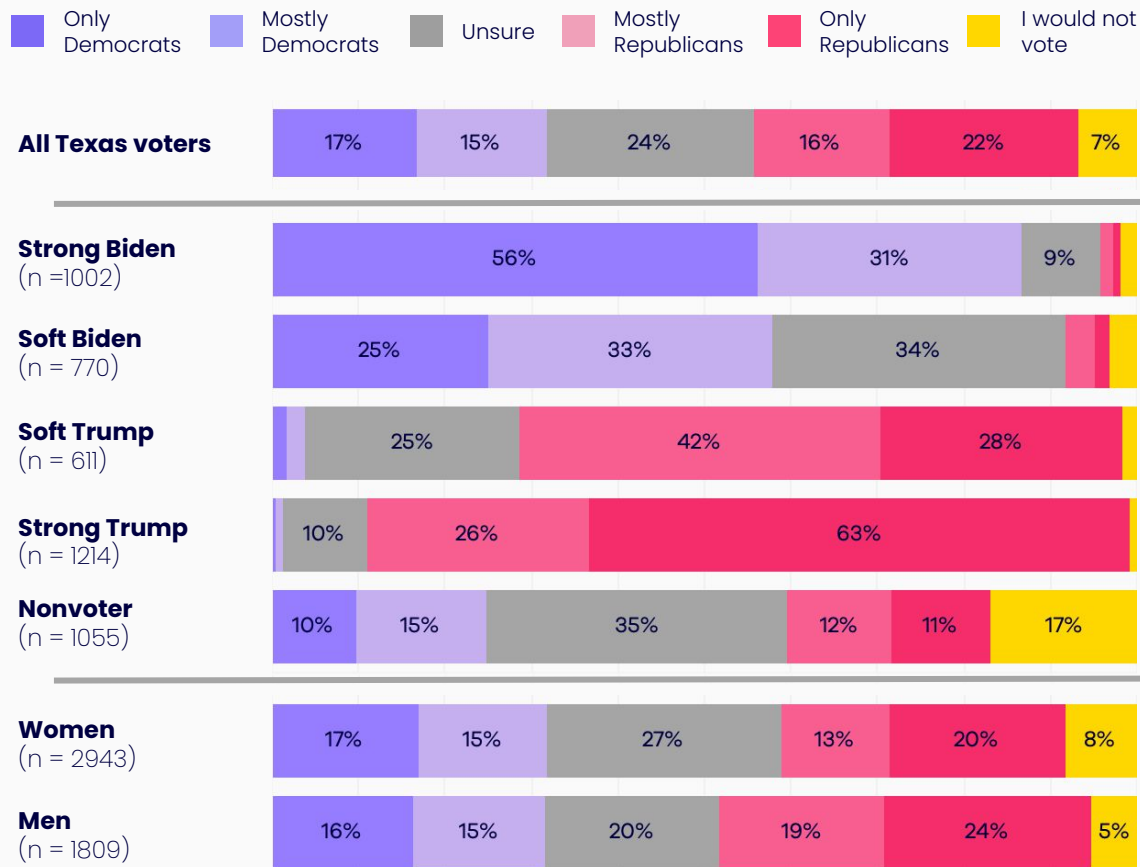
[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)



1 in 3 Soft Biden voters are unsure who they would vote for if elections were held today.

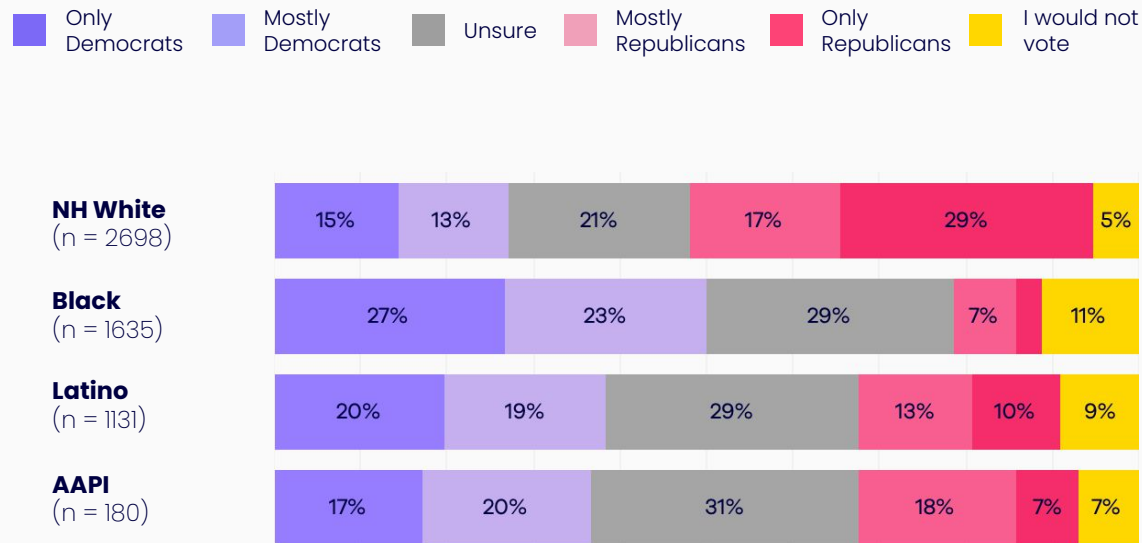
1 in 4 Soft Trump voters are unsure.

[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)



Voters of color are more likely to say that they would vote mostly for Democrats, however 3 in 10 say that they are unsure.

[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)



A plurality of younger voters are unsure who they would vote for if elections were held today.

1 in 10 say they would not vote.

[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)

Only Democrats Mostly Democrats Unsure Mostly Republicans Only Republicans I would not vote

18-29
(n = 970)



30-39
(n = 976)



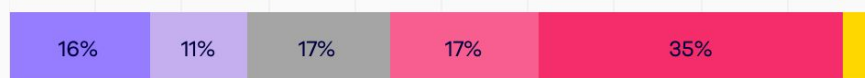
40-49
(n = 878)



50-64
(n = 1123)

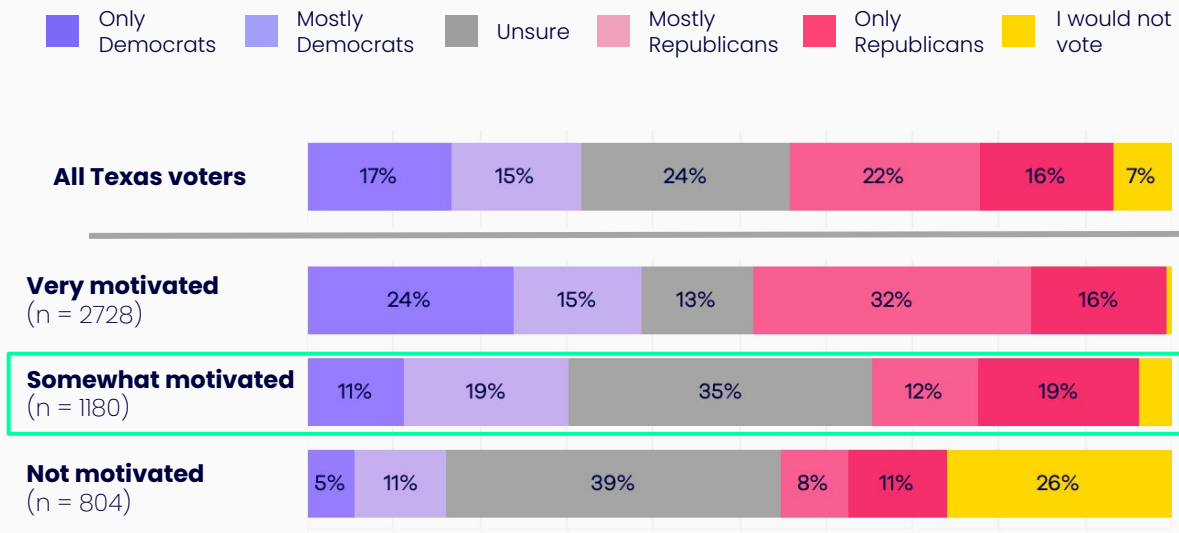


65+
(n = 819)



Among those who feel somewhat motivated to vote in November, a third remain unsure who they would vote for if elections were held today.

[2022 Vote Choice] If elections were held today, who would you vote for? (Closed)



Key Takeaways

1

Texas voters do not feel represented by govt and few perceive that it cares about them.

Half of voters say the government 'somewhat' or 'very much' cares about them.

A majority of Texas voters say they do not feel well represented in government.

2

Rising costs of living are the top challenge Texas voters face and want the govt to address.

The top hope, the top fear, and the biggest challenges Texas voters have revolve around rising costs.

A majority choose 'addressing rising costs' in the top two issues the govt should address.

3

4 in 10 Texas voters see the opposing party as the barrier to addressing challenges.

Only 7% see the rich and powerful as a barrier.

In terms of helping to address challenges, Texas voters say most often (1 in 4) that their own party is the group that would do the most to help.

4

Texas voters have low trust in either party's likelihood of improving their lives.

Almost a quarter of Texas voters (and 3 in 10 18-29 year olds) are unsure which party is more likely to improve their lives.

Trust that either party is working to improve Texans' lives is weak even among Strong Trump and Strong Biden voters.

5

Texas voters, especially younger ones, are still deciding what to do in November.

While 8 in 10 Texas voters say they are at least somewhat motivated to vote, 13% say they don't know which party they will support in the governor's race.

Pluralities of voters don't know in most other races.





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APPENDIX

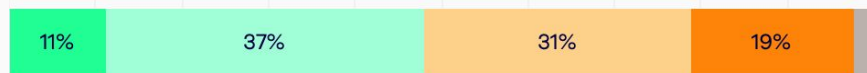


Govt Cares x Race/Ethnicity

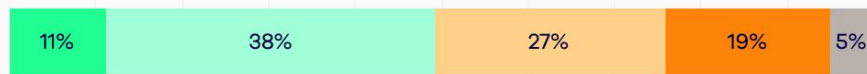
[Govt Cares] How much do you think the government cares about your community and people like you? (Close-ended)

Very much cares Somewhat cares Does not care very much Does not care at all Don't know

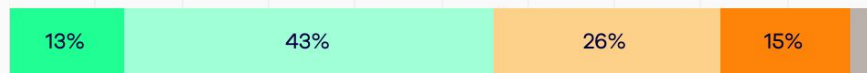
NH White
(n = 2698)



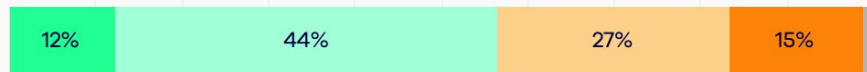
Black
(n = 1635)



Latino
(n = 1131)

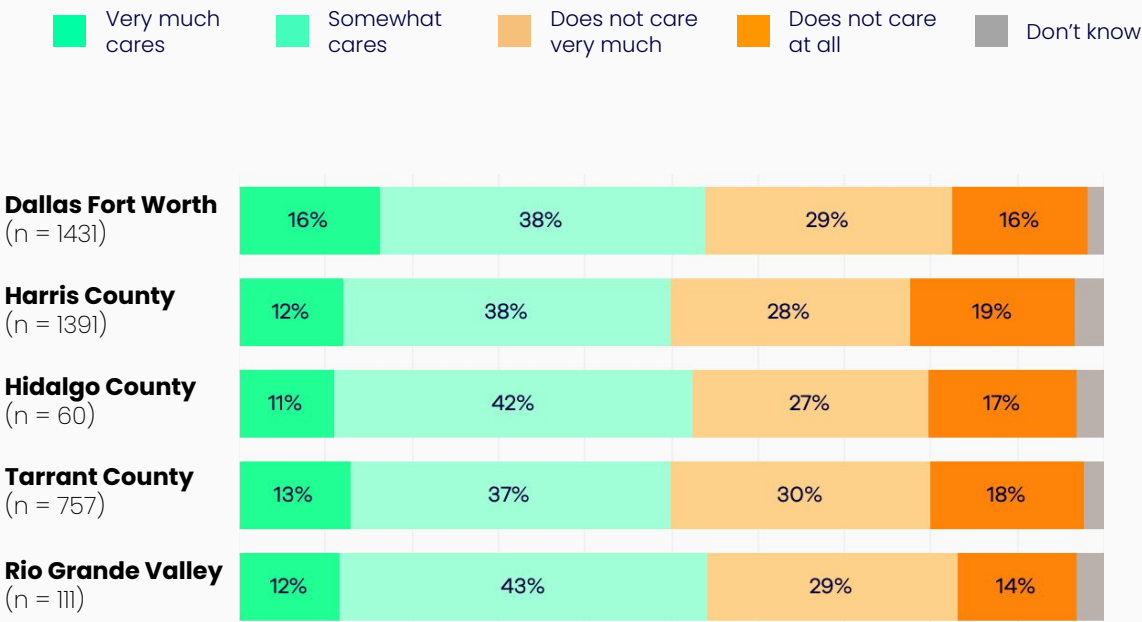


AAPI
(n = 180)



Govt Cares x Regional Focus

[Govt Cares] How much do you think the government cares about your community and people like you? (Close-ended)



Representation x Race/Ethnicity

[Representation] How well do you feel that your community and people like you are represented in government? (Close-ended)

Very well represented Somewhat well represented Not very well represented Not at all represented Don't know

NH White
(n = 2698)



Black
(n = 1635)



Latino
(n = 1131)



AAPI
(n = 180)

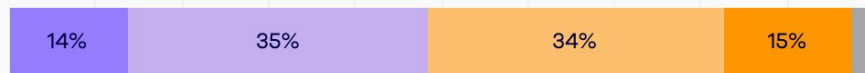


Representation x Age

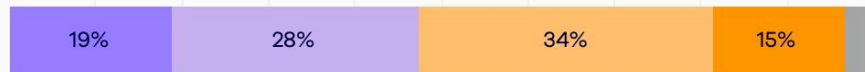
[Representation] How well do you feel that your community and people like you are represented in government? (Close-ended)

Very well represented Somewhat well represented Not very well represented Not at all represented Don't know

18-29
(n = 970)



30-39
(n = 976)



40-49
(n = 878)



50-64
(n = 1123)



65+
(n = 819)

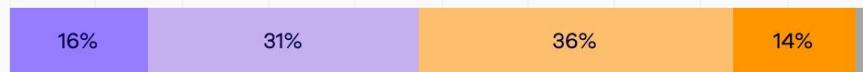


Representation x Regional Focus

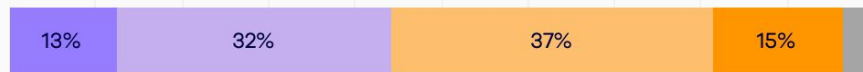
[Representation] How well do you feel that your community and people like you are represented in government? (Close-ended)



Dallas Fort Worth
(n = 1431)



Harris County
(n = 1391)



Hidalgo County
(n = 60)



Tarrant County
(n = 757)

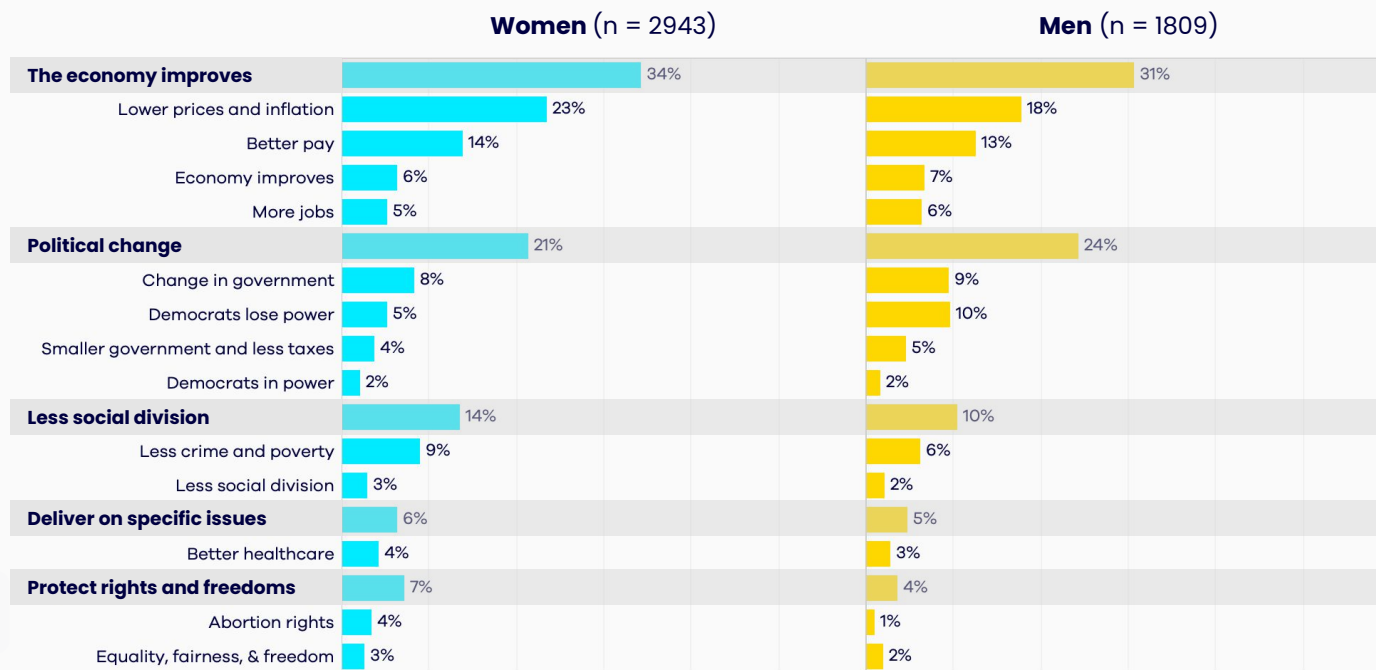


Rio Grande Valley
(n = 111)



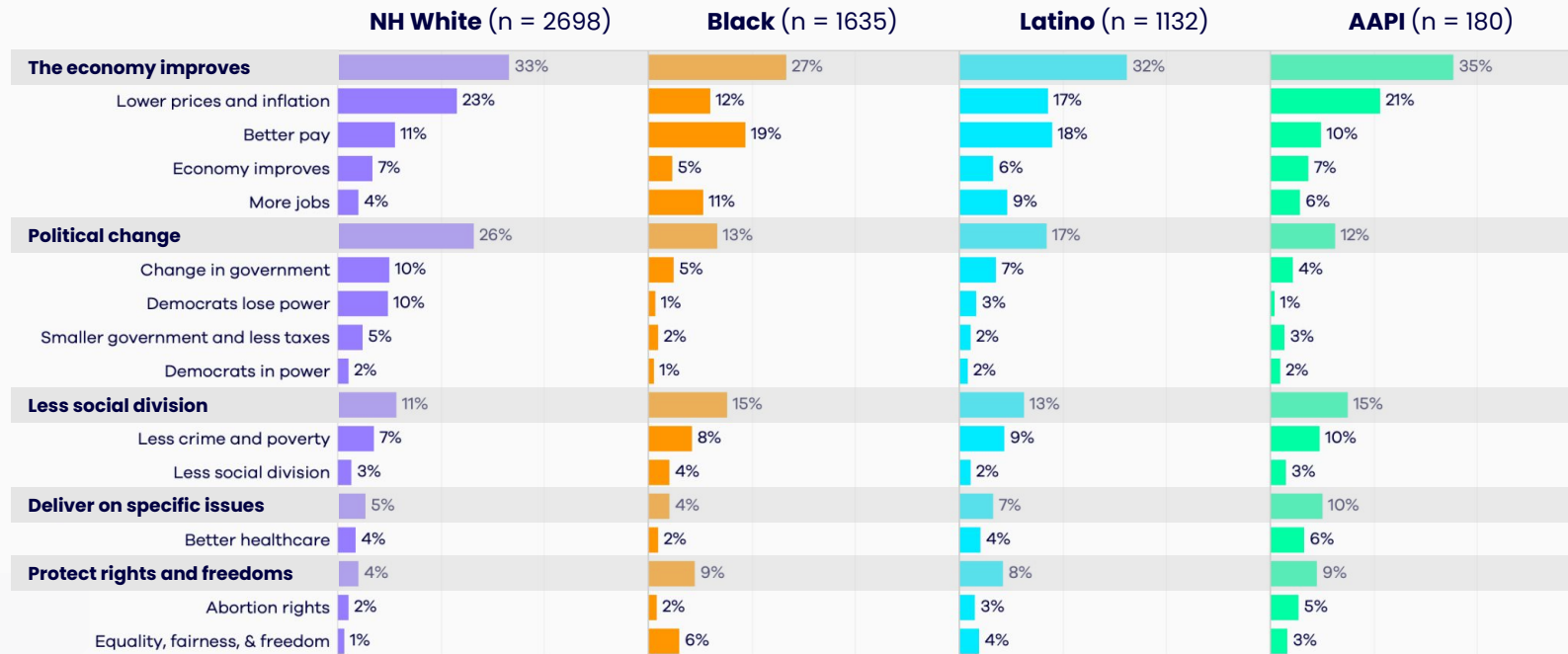
Hopes x Gender

[Hopes] What do you most hope will happen in the next year to improve the lives of people like you? (Open-ended)



Hopes x Race/Ethnicity

[Hopes] What do you most hope will happen in the next year to improve the lives of people like you? (Open-ended)



Hopes x Age

[Hopes] What do you most hope will happen in the next year to improve the lives of people like you? (Open-ended)

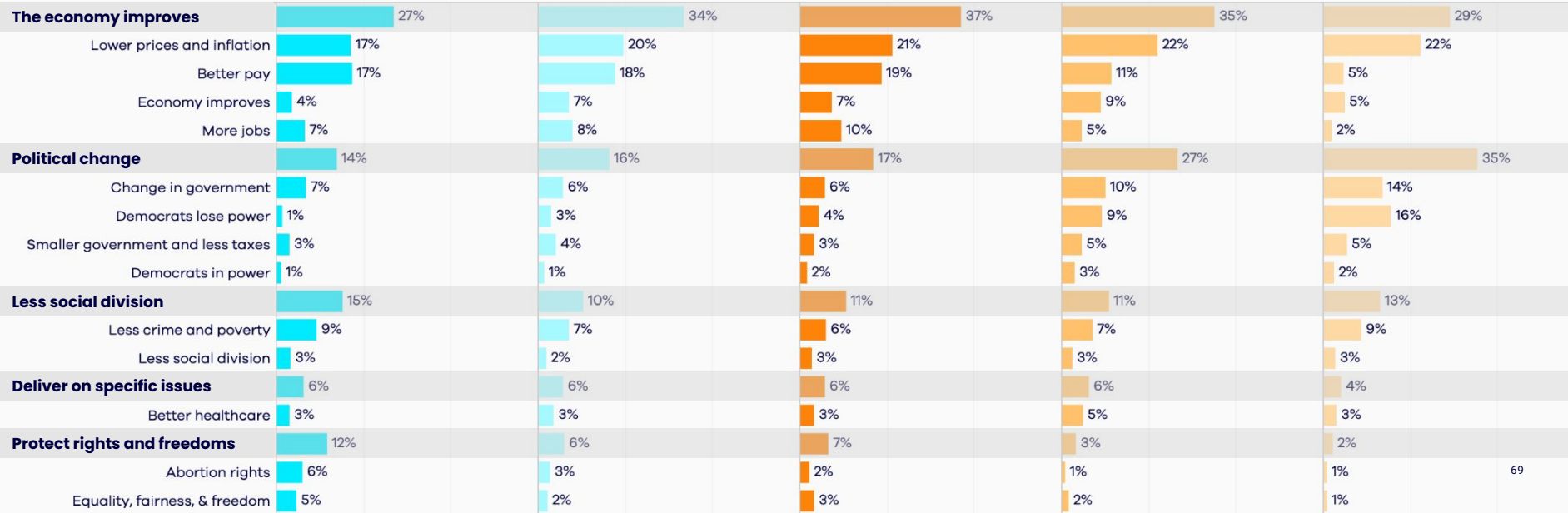
18-29 (n = 970)

30-39 (n = 977)

40-49 (n = 878)

50-64 (n = 1123)

65+ (n = 819)



Fears x Race/Ethnicity

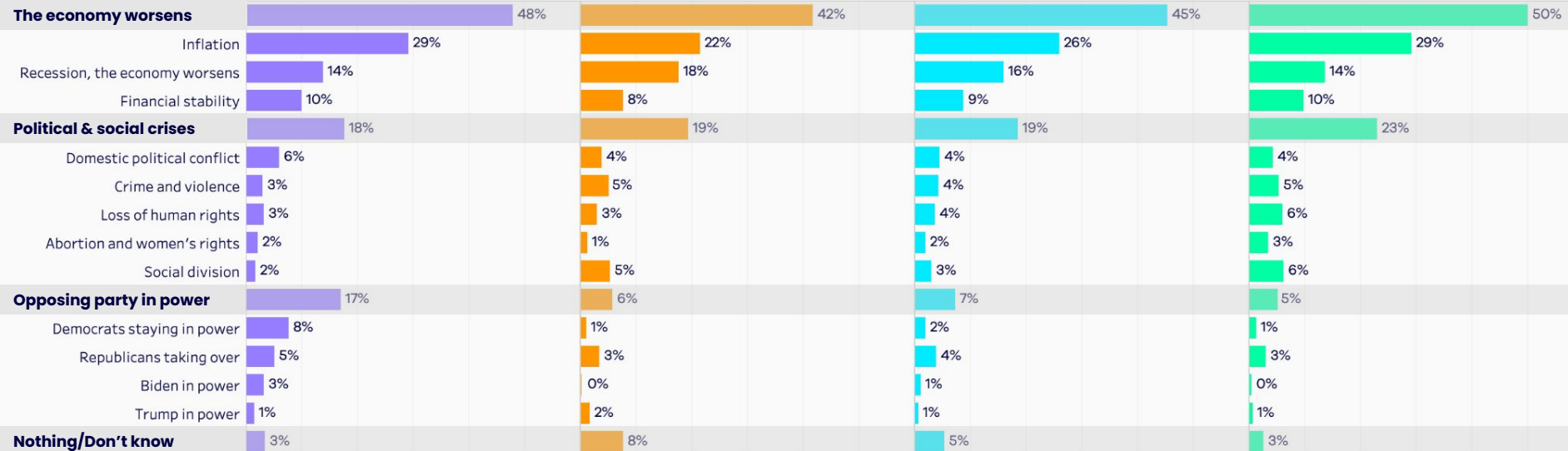
[Fears] What do you most fear will happen in America in the next year that would make things harder for people like you? (Open-ended)

NH White (n = 2698)

Black (n = 1635)

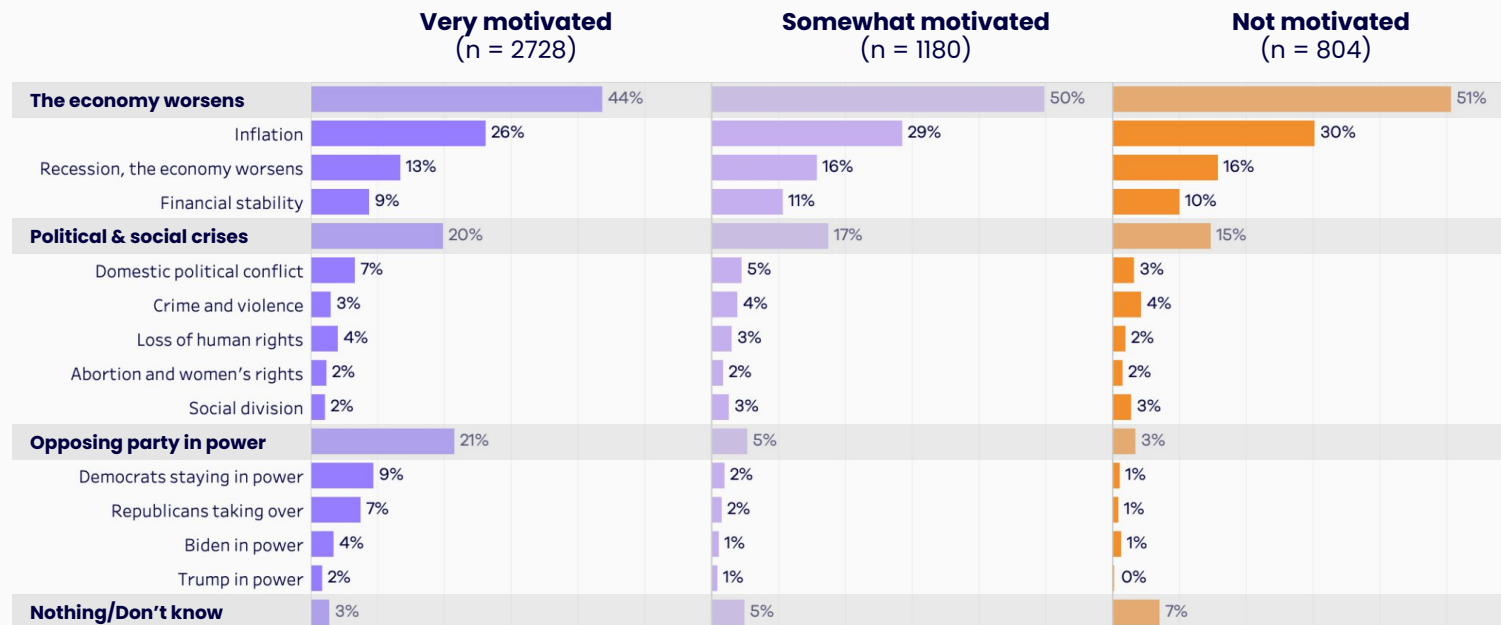
Latino (n = 1132)

AAPI (n = 180)



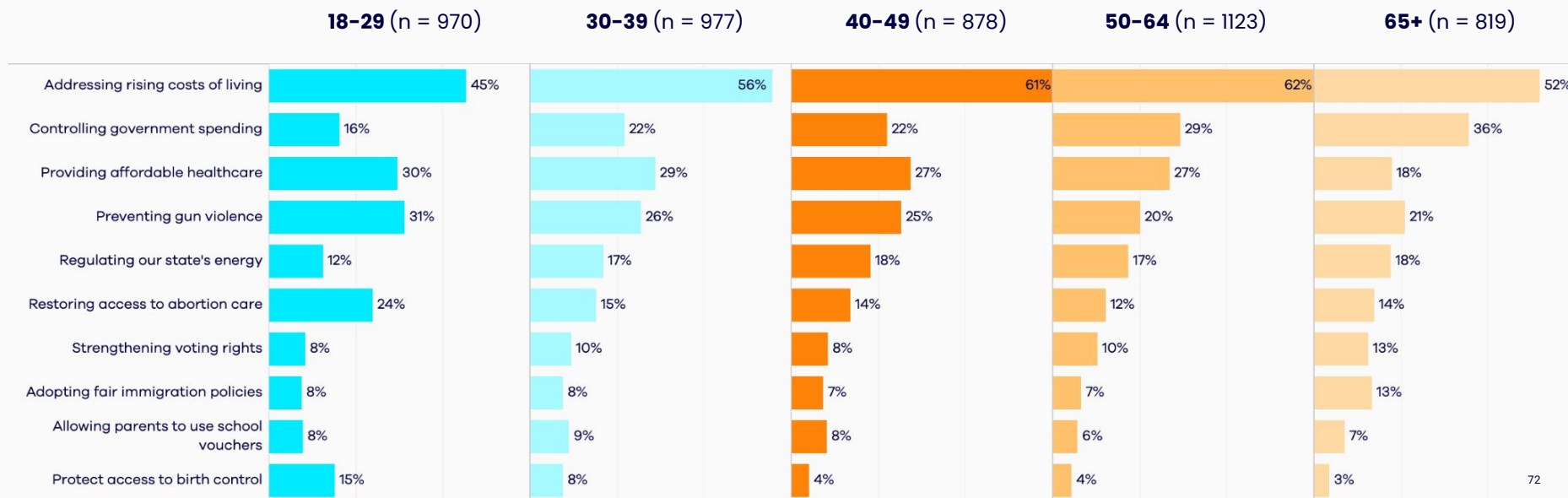
Fears x Motivation to Vote

[Fears] What do you most fear will happen in America in the next year that would make things harder for people like you? (Open-ended)



Elected Issue Priority x Age

[Elected Issue Priority] Which of the following do you think should be among the top priorities for elected officials this year?
Please select your top two. (Close-ended)



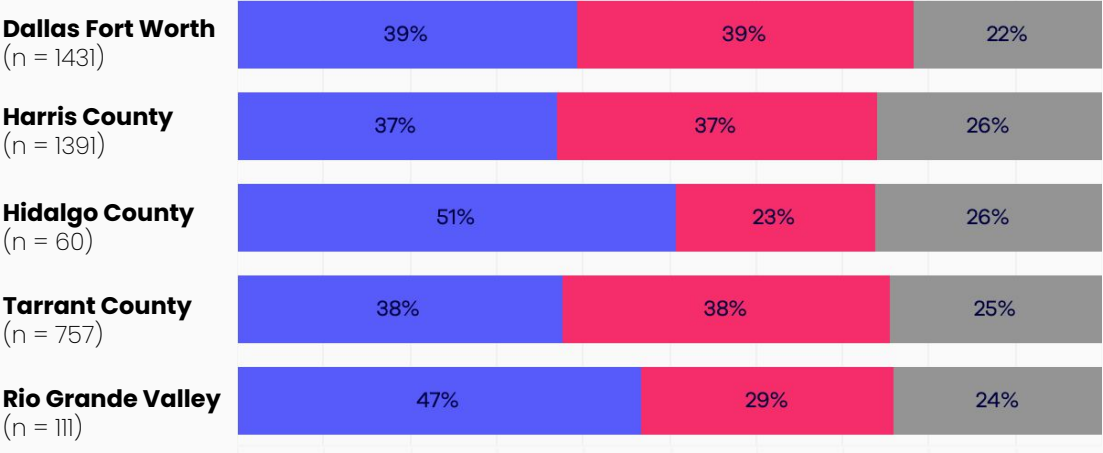
Hero Party x Regional Focus

[Hero Party] Which of the following is closest to your view? (Closed)

Most of the time, Democrats are more likely than Republicans to improve the lives of people like me

Most of the time, Republicans are more likely than Democrats to improve the lives of people like me

Unsure



Motivation Vote 2022 x Race/Ethnicity

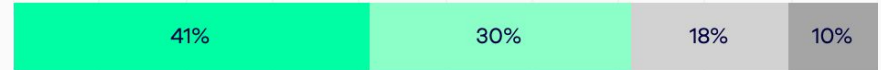
[Motivation Vote 2022] How motivated would you say you currently feel to vote in the 2022 midterm elections? (Closed)

Very motivated Somewhat motivated Not very motivated Not at all motivated

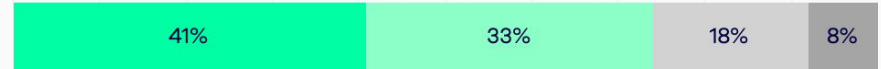
NH White
(n = 2698)



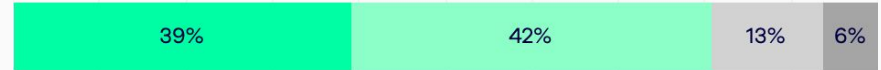
Black
(n = 1635)



Latino
(n = 1131)

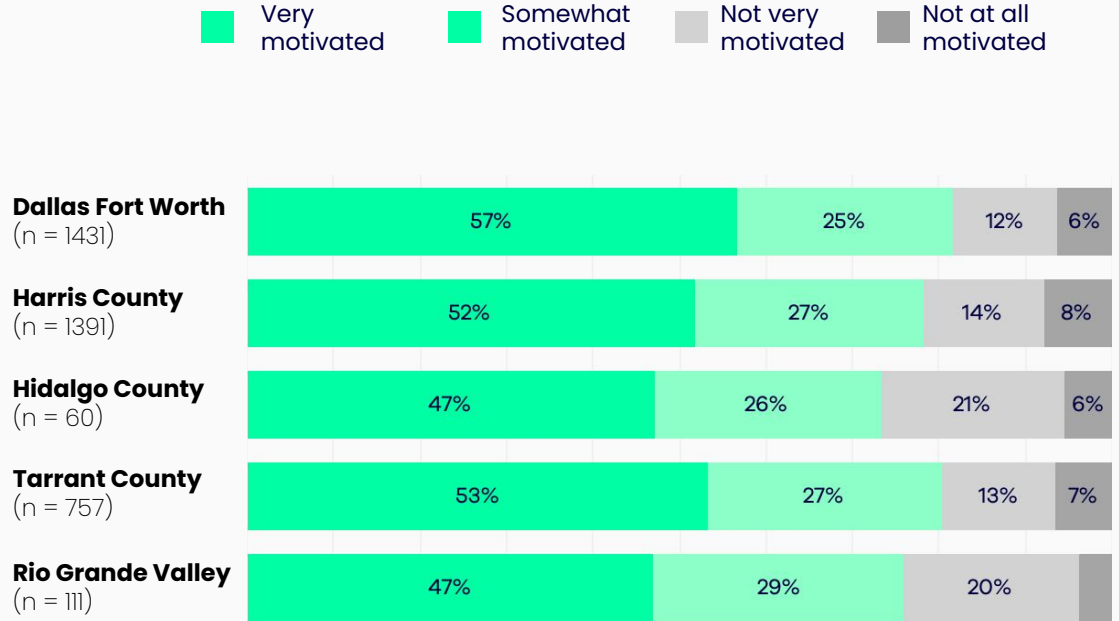


AAPI
(n = 180)



Motivation Vote 2022 x Regional Focus

[Motivation Vote 2022] How motivated would you say you currently feel to vote in the 2022 midterm elections? (Closed)



Motivated Why x Race/Ethnicity

[Motivated Why] Which of the following most closely explains your motivation to vote in the next election, even if neither is exactly right? (Closed)

■ I strongly support the candidates I plan to vote for ■ I am mostly voting against the other party ■ Unsure

NH White
(n = 2381)



Black
(n = 1207)



Latino
(n = 873)



AAPI
(n = 150)



Motivated Why x Age

[Motivated Why] Which of the following most closely explains your motivation to vote in the next election, even if neither is exactly right? (Closed)

■ I strongly support the candidates I plan to vote for ■ I am mostly voting against the other party ■ Unsure

18-29
(n = 698)



30-39
(n = 790)



40-49
(n = 730)



50-64
(n = 977)

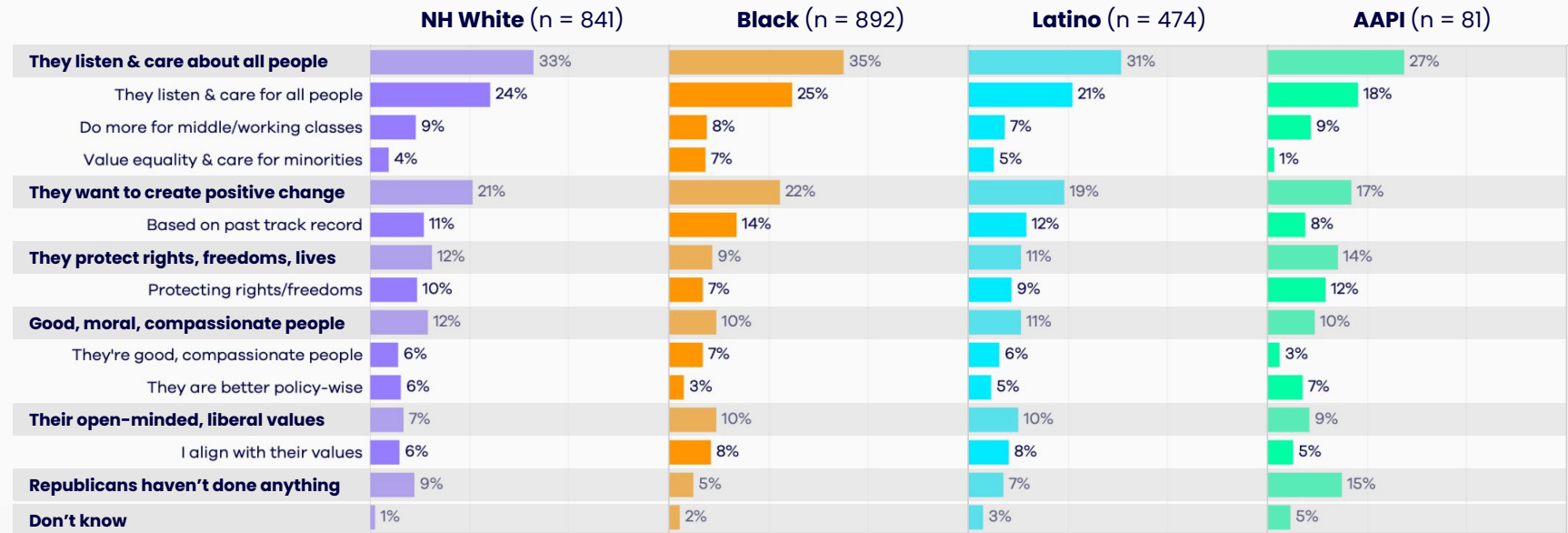


65+
(n = 800)



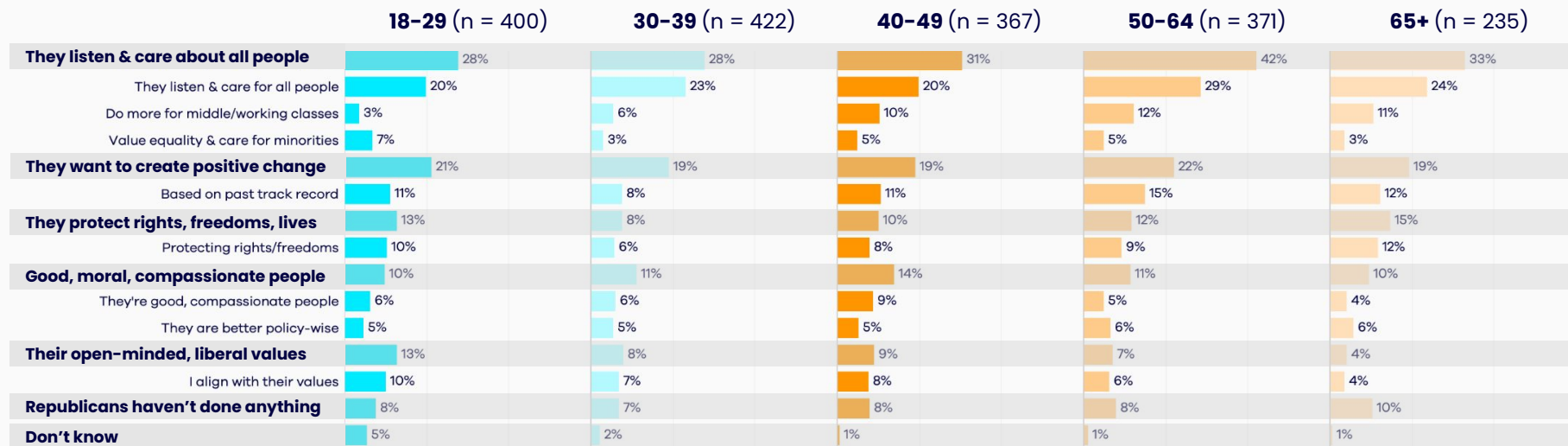
Hero Party Why Dem x Race/Ethnicity

[Hero Party Why] You previously said that Democrats are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)



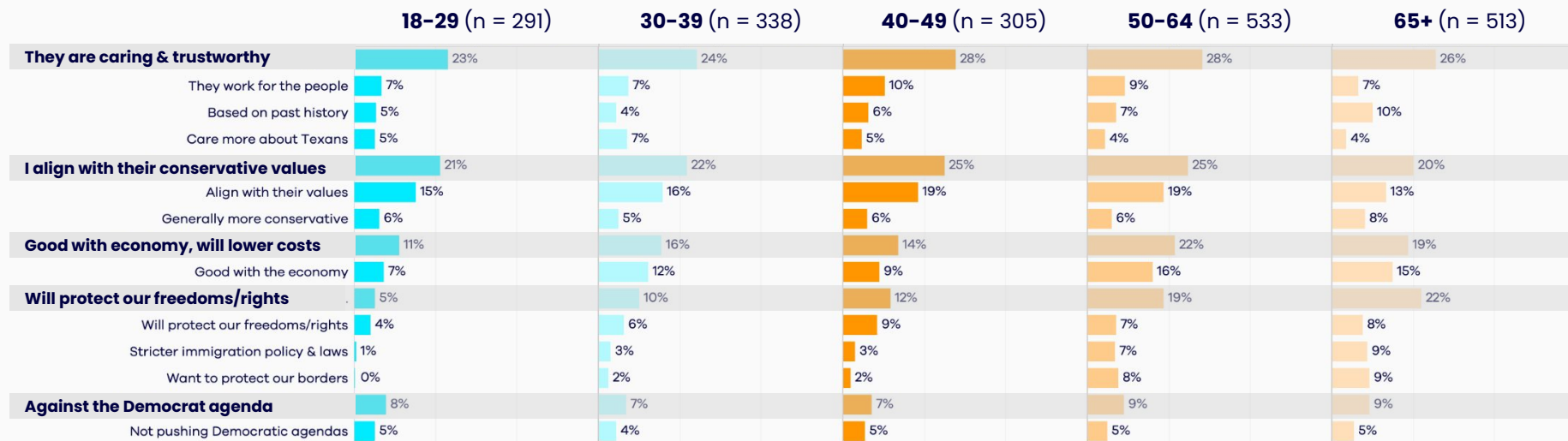
Hero Party Why Dem x Age

[Hero Party Why] You previously said that Democrats are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)



Hero Party Why GOP x Age

[Hero Party Why] You previously said that Republicans are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)



Hero Party Why GOP x Race/Ethnicity

[Hero Party Why] You previously said that Republicans are more likely to improve the lives of Texans. Why, specifically, do you believe that? (Open-ended)

