



# Clear Look Back

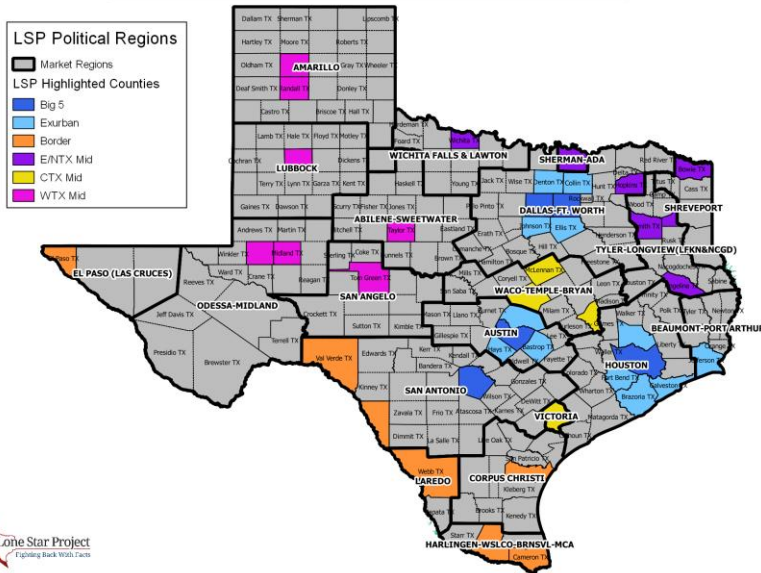
2020 Results in Key Districts

# Who Voted

In 2020, Biden received 574,079 MORE votes than Trump did in 2016 and 1,381,258 MORE than Clinton in 2016.

# Who Voted

Statewide LSP Political Regions by County



LSP Classification	Projected			Actual		
	Dem Votes	Rep Votes	Total Votes	Dem Votes	Rep Votes	Total Votes
<b>Big 5</b>	2,846,690	1,671,865	4,518,555	2,785,476	1,696,492	4,481,968
<b>Exurban</b>	1,069,854	1,206,432	2,276,286	1,141,577	1,190,219	2,331,796
<b>Border</b>	<b>528,417</b>	248,667	<b>777,084</b>	<b>456,226</b>	343,242	<b>799,468</b>
<b>WTX Mid</b>	115,451	282,655	398,106	112,537	255,220	367,757
<b>E/NTX Mid</b>	95,399	233,562	328,961	94,118	194,327	288,445
<b>C/NTX Mid</b>	130,773	188,185	318,958	138,095	159,618	297,713
<b>Rural</b>	470,602	<b>1,411,807</b>	<b>1,882,409</b>	508,676	<b>2,128,308</b>	<b>2,636,984</b>
<b>Total Votes</b>	<b>5,257,186</b>	<b>5,243,173</b>	<b>10,500,359</b>	<b>5,236,705</b>	<b>5,967,426</b>	<b>11,204,131</b>

Rural includes 212 counties not accounted for in regional breakdowns

# Statewide Turnout - Breakdown

## All 2020 Voters

Ethnicity	Gender / Voters / %					
	F		M		Grand total	
	Voters	%	Voters	%	Voters	%
Anglo	3,800,031	33.92%	3,353,794	29.93%	<b>7,153,825</b>	<b>63.85%</b>
Hispanic	1,272,528	11.36%	1,052,821	9.4%	<b>2,325,349</b>	<b>20.75%</b>
African-American	774,403	6.91%	474,309	4.23%	<b>1,248,712</b>	<b>11.15%</b>
Asian/Other	244,594	2.18%	229,998	2.05%	<b>474,592</b>	<b>4.24%</b>
Uncoded	858	0.01%	795	0.01%	<b>1,653</b>	<b>0.01%</b>
<b>Grand total</b>	<b>6,092,414</b>	<b>54.38%</b>	<b>5,111,717</b>	<b>45.62%</b>	<b>11,204,131</b>	<b>100%</b>

Median Voter Score - Civis

44.1

Average Voter Score - Civis

47.21

## New & Non-Voting 2020 Voters

Ethnicity	Gender / Voters / %					
	F		M		Grand total	
	Voters	%	Voters	%	Voters	%
Anglo	700,554	27.29%	668,396	26.04%	<b>1,368,950</b>	<b>53.33%</b>
Hispanic	356,282	13.88%	319,174	12.43%	<b>675,456</b>	<b>26.32%</b>
African-American	187,666	7.31%	148,117	5.77%	<b>335,783</b>	<b>13.08%</b>
Asian/Other	96,304	3.75%	89,607	3.49%	<b>185,911</b>	<b>7.24%</b>
Uncoded	357	0.01%	317	0.01%	<b>674</b>	<b>0.03%</b>
<b>Grand total</b>	<b>1,341,163</b>	<b>52.25%</b>	<b>1,225,611</b>	<b>47.75%</b>	<b>2,566,774</b>	<b>100%</b>

Median Voter Score - Civis

50.56

Average Voter Score - Civis

51.4

# Closer Look - House Districts

## Challenge Districts 2020

Ethnicity	Gender / Voters / %					
	F		M		Grand total	
	Voters	%	Voters	%	Voters	%
Anglo	536,942	35.82%	473,030	31.56%	1,009,972	67.37%
Hispanic	93,135	6.21%	83,072	5.54%	176,207	11.75%
African-American	106,576	7.11%	67,139	4.48%	173,715	11.59%
Asian/Other	71,752	4.79%	67,247	4.49%	138,999	9.27%
Uncoded	84	0.01%	86	0.01%	170	0.01%
<b>Grand total</b>	<b>808,489</b>	<b>53.93%</b>	<b>690,574</b>	<b>46.07%</b>	<b>1,499,063</b>	<b>100%</b>

## Districts Won 2018

Ethnicity	Gender / Voters / %					
	F		M		Grand total	
	Voters	%	Voters	%	Voters	%
Anglo	324,484	34.23%	283,943	29.96%	608,427	64.19%
Hispanic	82,905	8.75%	69,234	7.3%	152,139	16.05%
African-American	69,459	7.33%	42,807	4.52%	112,266	11.84%
Asian/Other	38,012	4.01%	36,953	3.9%	74,965	7.91%
Uncoded	48	0.01%	54	0.01%	102	0.01%
<b>Grand total</b>	<b>514,908</b>	<b>54.32%</b>	<b>432,991</b>	<b>45.68%</b>	<b>947,899</b>	<b>100%</b>

Median Voter Score - Cavis

43.78

Average Voter Score - Cavis

46.45

Median Voter Score - Cavis

50.99

Average Voter Score - Cavis

50.3

# Closer Look - House Districts

## HD 96 - Drago (Tarrant)

## HD 108 - Cattanach (Dallas)

## HD 112 - Chambers (Dallas)

### Projected

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	57,619	67%	<b>36%</b>	20,743
Black	17,200	20%	95%	16,340
Hispanic	8,600	10%	70%	6,020
Asian/Other	2,580	3%	70%	1,806
<b>Grand Total</b>	<b>85,999</b>	<b>100%</b>	<b>52.2%</b>	<b>44,909</b>

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	70,918	81%	<b>50%</b>	35,459
Black	7,004	8%	95%	6,654
Hispanic	7,004	8%	70%	4,903
Asian/Other	2,627	3%	70%	1,839
<b>Grand Total</b>	<b>87,553</b>	<b>100%</b>	<b>55.8%</b>	<b>48,855</b>

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	42,879	68%	<b>50%</b>	16,723
Black	7,567	12%	95%	7,189
Hispanic	8,828	14%	70%	6,180
Asian/Other	3,783	6%	70%	2,648
<b>Grand Total</b>	<b>63,058</b>	<b>100%</b>	<b>51.9%</b>	<b>32,740</b>

### Actual

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	52,617	62.4%	<b>25.3%</b>	13,312
Black	19,816	23.5%	95%	18,825
Hispanic	8,938	10.6%	65%	5,810
Asian/Other	2,867	3.5%	70%	2,007
<b>Grand Total</b>	<b>84,322</b>	<b>100%</b>	<b>47.4%</b>	<b>39,954</b>

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	82,860	83.9%	<b>44.1%</b>	36,501
Black	5,326	5.4%	95%	5,060
Hispanic	8,291	8.4%	65%	5,389
Asian/Other	2,342	2.4%	70%	1,639
<b>Grand Total</b>	<b>98,819</b>	<b>100%</b>	<b>49.2%</b>	<b>48,590</b>

Ethnicity	Turnout	% Vote	% Est Dem	Dem Vote
Anglo	42,201	62.7%	<b>33.3%</b>	14,064
Black	9,576	14.2%	95%	9,097
Hispanic	9,744	14.5%	65%	6,334
Asian/Other	5,774	8.6%	70%	4,042
<b>Grand Total</b>	<b>67,296</b>	<b>100%</b>	<b>49.8%</b>	<b>33,537</b>

# Closer Look - House Districts

## HD 108 - Cattanach

	Dem	Rep	Total	Dem %
President	57,313	43,139	100,452	57.06%
Senate	50,478	49,554	100,032	50.46%
RR	49,222	48,000	97,222	50.63%
HD Candidate	48,468	50,102	98,570	49.17%
Dropoff	8,845	-6,963	15,808	
Dropoff %	15.43%	-16.14%	15.74%	

## HD 112 - Chambers

	Dem	Rep	Total	Dem %
President	37,294	31,120	68,414	54.51%
Senate	34,742	32,540	67,282	51.64%
RR	34,586	31,717	66,303	52.16%
HD Candidate	33,487	33,710	67,197	49.83%
Dropoff	3,807	-2,590	6,397	
Dropoff %	10.21%	-8.32%	9.35%	



# Messaging

## How were Democrats portrayed to unaligned voters?

**Pro-Life America General Purpose Committee**  
Sponsored • Paid for by PRO-LIFE AMERICA GENERAL PURPOSE COMMITTEE

Brandy Chambers supports late-term abortions. She's too extreme to represent us.

**Chambers: LATE-TERM ABORTIONS AT 9 MONTHS**

POLITICAL ADVERTISING PAID FOR BY PRO-LIFE AMERICA GENERAL PURPOSE COMMITTEE. 1707 15 POST OAK BLVD, BOX 663, HOUSTON, TX 77056.

PROLIFEAMERICAPAC.COM  
Chambers  
Priorities. Too Extreme to Represent Us.

Learn More

**Angie Chen Button for Texas**  
Sponsored • Paid for by Angie Chen Button Campaign

Brandy Chambers is supported by liberal special interest groups who oppose the 2nd Amendment and want to confiscate firearms from law-abiding citizens.

**BRANDY CHAMBERS OPPOSES THE 2ND AMENDMENT**

**NRA Institute for Legislative Action**  
Sponsored • Paid for by National Rifle Association of America

Anti-gun extremist Beto O'Rourke and Defund the Police supporters are backing Joanna Cattanaach. Don't let them destroy our Second Amendment rights and make our state safe. Defeat Joanna Cattanaach in Texas House District 11.

**DEFEAT JOANNA CATTANACH IN TEXAS HOUSE DISTRICT 11**

**The radical left wants to DEFUND POLICE and CONFISCATE YOUR GUNS**

**Pro-Life America General Purpose Committee**  
Sponsored • Paid for by PRO-LIFE AMERICA GENERAL PURPOSE COMMITTEE

Joanna Cattanaach supports late-term abortions at 9 months. She's too extreme to represent us.

**Joanna Cattanaach: Disturbing Views. Troubling Policies.**

POLITICAL ADVERTISING PAID FOR BY PRO-LIFE AMERICA GENERAL PURPOSE COMMITTEE. 1707 15 POST OAK BLVD, BOX 663, HOUSTON, TX 77056.



# Messaging

## How did Republicans position themselves?

**State Representative Tony Tinderholt**  
Sponsored - Paid for by Tony Tinderholt Campaign

I got more money for our teachers and students, but I'm just getting started.

I will **FIGHT** to eliminate burdensome, low-value standardized tests so our kids can focus on **LEARNING!**

**TINDERHOLT**  
STATE REPRESENTATIVE

**DECORATED COMBAT VETERAN**

**Jeff Cason for Texas House**  
Sponsored - Paid for by Jeff Cason Campaign

Increase Teacher Pay!  
Protect the Teacher Retirement Fund!

I have lived the public-school experience with my wife who taught for 31 years and now have grandchildren in the public system. I get it and I will fight for you!

I will work to  
**Increase Teacher Pay**

**JEFF CASON**  
TEXAS STATE REP.

**State Representative Tony Tinderholt**  
Sponsored - Paid for by Tony Tinderholt Campaign

- ✓ Pay our teachers what they deserve!
- ✓ Fully fund teacher retirements!
- ✓ Give our schools the money they need!

I co-authored the law that is doing all three.

**TINDERHOLT**  
STATE REPRESENTATIVE

**PASSED NEW SCHOOL FUNDING**

**State Representative Tony Tinderholt**  
Sponsored - Paid for by Tony Tinderholt Campaign

This is my wife and our amazing kiddos. If you want to know why I fight for Texas families every day in the Texas House...they are why.

**TONY TINDERHOLT**

**Strong.** Safe & Secure

# Bottom Line Conclusions

- ❑ In 2020, Texas Democrats in competitive races underperformed among unaligned voters, especially Anglos, by being portrayed as ideologically extreme and a risk versus a “reliable” Republican.
- ❑ Incumbent Democrats had a larger Democratic base and a record of service to overcome attacks. Challengers running in harder districts had neither.
- ❑ To win GOP-held seats or to compete statewide, Texas Democratic candidates must build a stronger and more reliable coalition that reflects mainstream values of Texas



# Confident Look Forward

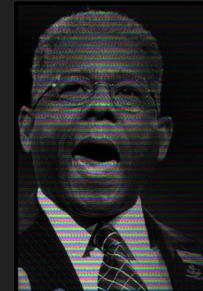
LSP 2021 Priorities

# 2021 Priorities - Redistricting

## Protect minority voting strength in TX

Texas Population and Growth in Population by Race							
	2010	% 2010	2019	% 2019	Increases	% Tot. Increase	% Race Increase
Hispanic	8,917,475	36.7%	11,511,365	39.7%	2,593,890	55.4%	29.1%
African-American	2,911,175	12.0%	3,740,469	12.9%	829,294	17.7%	28.5%
Hispanic + African-American	11,828,650	48.7%	15,251,833	52.6%	3,423,183	73.1%	28.9%
Anglo	11,325,820	46.6%	11,946,303	41.2%	620,483	13.2%	5.5%
Asian/Other	1,157,420	4.7%	1,797,745	6.2%	640,325	13.7%	55.3%
Total	24,311,890	100%	28,995,881	100%	4,683,991	100%	19.3%

Source: US Census Bureau



**“[Republicans] must realize this strategic opportunity and not concern themselves with ‘fairness’.”**

— Allen West,  
Chairman of the Texas Republican Party,  
encouraging his party to gerrymander

# Texas Values and Issues Research Project



**Our goal:** to understand how to best characterize and inoculate Democratic candidates and define Republicans in order to increase support from Anglo and other unaligned voters while not forfeiting crucial backing from core Democratic constituencies.

# Questions to be answered

1. What are the perceived positive brands, values and overall image of Democrats that can be leveraged to grow support among Anglo and other unaligned voters?
2. Where are GOP fault lines that emphasize negative traits and perceptions that push unaligned voters away?
3. How do we best marry the positive feedback on Democrats with negative feedback on Republicans to improve our brand overall and to fit within a responsible issue battery?

# Overview

**The project will include three phases:**

1. Statewide election analysis
2. Commercial-style market-approach focus groups
3. Partisan Sorting: A nontraditional polling process to explore attitudes and concerns of unaligned voters



# Budget & Projected Timeline

**Budget:** \$150,000

## **Preliminary Timeline:**

<b>March 18, 2021</b>	North Texas Focus Group
<b>March 25, 2021</b>	Harris County Region Focus Group
<b>April 1, 2021</b>	Donor briefing and presentation of Focus group findings
<b>April 12, 2021</b>	Partisan Sorting Poll goes into the field
<b>April 22, 2021</b>	Donor briefing and presentation of poll & project recommendations
<b>May 2021</b>	Organize and present findings to Allies, Elected Officials, and other key organizations to help ensure unified and tested language and messaging.