

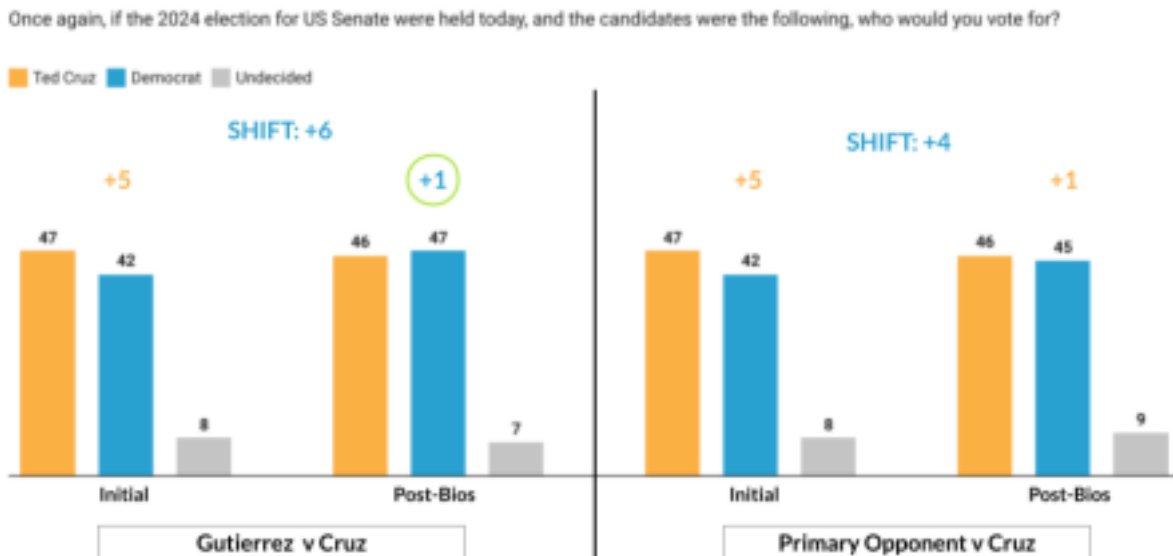
October 3, 2023

TO: Friends of Roland Gutierrez  
FROM: Nancy Zdunkewicz, Z to A Research  
MEMO: Results of new survey of likely 2024 voters in Texas



## NEW POLL: Roland Gutierrez is the best candidate to defeat Ted Cruz

A new survey of likely voters in Texas finds that Roland Gutierrez is the best Democratic candidate to defeat Ted Cruz in November. He is the most appealing Democratic candidate to the voting blocs that have recently underperformed for Democrats and will decide the outcome in 2024 – Hispanic voters, South Texas voters, and 18 to 34-year-olds. After reading balanced positive biographies in the candidates' own words, Roland leads Cruz in the ballot and outperforms his primary opponent. That is according to a new survey of 1,071 likely November 2024 voters in Texas conducted in English and Spanish from September 11-15, 2023.<sup>1</sup>



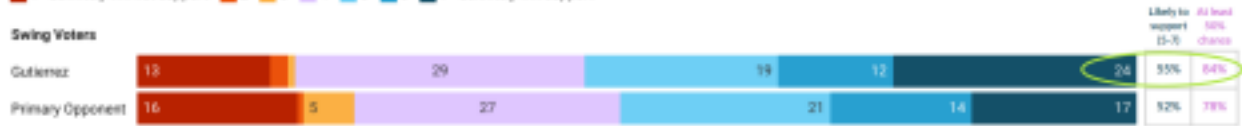
**Gutierrez leads Cruz after biographical information.** Roland trails Cruz by only 5 points – 47% Cruz, 42% Gutierrez – at this early stage of the race. After reading short biographies about the candidates, the margin shifts 6 points in Gutierrez's direction and he leads Cruz, 47% to 46%.

**Gutierrez is better able to consolidate swing voters.** When presented with the biographies of the two Democratic candidates in their own words, swing voters are more interested in supporting Gutierrez than his primary opponent. Overall, 84% of swing voters say there is at least a 50/50 chance they will support Gutierrez versus 78% for his primary opponent, and more swing voters say they will *definitely* support Gutierrez (24% versus 17% for his primary opponent).

<sup>1</sup>On behalf of Roland for Texas, Z to A Research conducted a survey of 1,071 likely November 2024 voters in Texas from September 11-15, 2023. The margin of error as traditionally calculated is ±3.0%. Respondents were recruited into an online survey instrument via SMS in English and Spanish from a voter-file sample of likely presidential year voters. All respondents were provided the opportunity to switch languages.

Below is some information about each of the candidates for US Senate. How likely are you to support each of the following individuals on a scale from 1 to 7, where 1 means you definitely won't support them and 7 means you definitely will support them?

1 - definitely will not support 2 3 4 5 6 7 - definitely will support



That becomes the difference between winning and losing in the re-ballot against Cruz. Gutierrez carries swing voters by 57 points in the re-ballot (72% Gutierrez, 15% Cruz), which is considerably better than his primary opponent.

Once again, if the 2024 election for US Senate were held today, and the candidates were the following, who would you vote for?

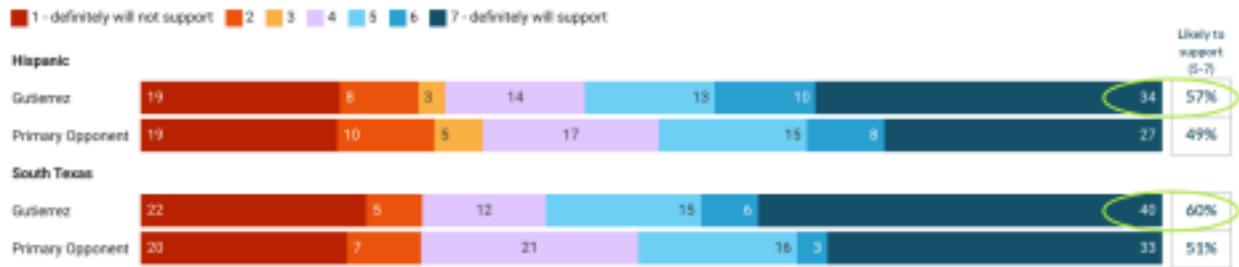
Democrat Not sure Won't Vote Cruz



**Gutierrez is the more appealing candidate for Hispanic and South Texas voters.** Democratic underperformance with Latinos, especially South Texas Latinos, is widely acknowledged to have played a major role in Democratic losses in 2020. A Hispanic candidate like Roland who flipped a

border district and represents nearly one million people in South Texas is the answer to this challenge. Already 57% of Hispanic voters say that they are likely to support Gutierrez, and 34% say they definitely will. Only 49% of Hispanic voters say they are likely to support the other primary candidate and only 27% say they definitely will. Additionally, six-in-ten South Texas voters said they are likely to support Gutierrez, and 40% say they will *definitely* support him. The preference for Gutierrez translates to greater support for him in the ballot compared to his primary opponent, and he carries Hispanic voters by 28 points.

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Furthermore, 79% of Hispanic voters and 87% of South Texas voters agree that “we need a Texan who was actually elected by border communities and is an expert in immigration law if we want to finally pass commonsense border and immigration policies.”

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