



PUBLIC OPINION
STRATEGIES
turning questions into answers

MEMORANDUM

TO: INTERESTED PARTIES
FROM: NICOLE McCLESKEY
DATE: AUGUST 11, 2020
RE: TEXAS CD 23 SURVEY KEY FINDINGS

KEY FINDINGS

The race for Texas' 23rd District is a dead heat. Just one point separates political newcomer, Republican Tony Gonzales, and Democrat Gina Jones – 40% Gonzales/41% Jones.

Jones carries baggage from her previous run for Congress. Without the big name recognition one might expect from a competitive race less than two years ago (66% name ID), Jones' image is approaching a 1:1 image ratio – 29% favorable/23% unfavorable.

Across a range of political metrics, this district is very competitive this cycle:

- The presidential ballot is within margin of error (45% Trump/48% Biden).
- Joe Biden has a net negative image rating in the district (43% fav/47% unfav).
- The generic ballot (43% GOP/47% Dem) puts this race squarely in competitive territory.

BOTTOM LINE

Gina Jones is ill-suited to represent this district ... and voters remember. A candidate like Tony Gonzales, with a compelling personal narrative, roots in the district and bold positions on issues that match the district's ideological nature has a real opportunity to keep this district Red.

METHODOLOGY

On behalf of the Gonzales for Congress, Public Opinion Strategies conducted a telephone survey of 400 voters in Texas' 23rd Congressional District. Fifty-seven percent (57%) of the interviews were conducted by cell phone and 15% of the interviews were conducted in Spanish. The survey was conducted August 6-9, 2020 and has a margin of error of $\pm 4.9\%$.