

Background

On redistricting: Texas gained 2 congressional seats (TX-37 and TX-38) and several other districts were redrawn (including TX-28 and TX-35). The new maps are currently undergoing litigation with the Department of Justice (Lulac V. Abbott) due to claims that the new maps dilute the power of voters of color. However, these new maps were approved and used for the 2022 March Primaries.

Voting Results

Redistricting: It is difficult to make an apples to oranges comparison of election results from 2020 and 2022 given the redrawing of the maps. Three counties that were part of TX-28 (Hidalgo, Lasalle, and Wilson) were replaced by 3 other counties (Duval, Guadalupe, and Jim Hogg), while Bexar county was significantly redrawn. Overall the 2022 TX-28 district has 30k more registered voters - mostly due to the gain of Guadalupe and the redrawing of Bexar county, making it more democratic.

County	Major Cities/Towns	2020 Total Registered Voters	2022 Total Registered Voters
ATASCOSA		28,087	29,749
BEXAR	San Antonio, Universal City, Converse	111,608	142,711
DUVAL			8,114
GUADALUPE	NE Outside San Antonio		71,723
HIDALGO	Mission	60,145	
JIM HOGG			3,686
LASALLE		673	
MCMULLEN		698	661
STARR	Rio Grande City	33,540	33,017
WEBB	Laredo	135,611	140,666
WILSON		30,160	
ZAPATA	Zapata	7,940	7,841
TOTAL		408,462	438,168

Voter Turnout: Voter Turnout was lower in 2022 than 2020, this not surprising given that 2020 was a presidential primary election. Statewide, democratic voter turnout was 6 percentage points lower than 2020 while republican voter turnout was down only 1 percentage point¹. This could be an indication of disillusionment from democratic voters about the democratic party. The biggest fall in voter turnout for TX-28 comes from Starr County where turnout went from 32% to 15%. Meanwhile the Republican primaries slightly increased its turnout in Starr County from less than 1% (46 votes) in 2020 to 3%

County	Major Cities/Towns	2020 Turnout	2022 Turnout	Change in Turnout %
ATASCOSA		10%	4%	-5%
BEXAR	San Antonio, Universal City, Converse	12%	8%	-3%
DUVAL			23%	
GUADALUPE	NE Outside San		5%	
HIDALGO	Mission	22%		
JIM HOGG			30%	
LASALLE		23%		
MCMULLEN		3%	1%	-1%
STARR	Rio Grande City	32%	15%	-17%
WEBB	Laredo	21%	14%	-7%
WILSON		7%		
ZAPATA	Zapata	49%	44%	-5%
TOTAL		18%	11%	-7%

¹ <https://www.texastribune.org/2022/02/14/texas-primary-voting-turnout/>

(over 1k voted) this year². This makes Starr county one of the few border counties to jump more than 1 percentage point in Republican voter turnout and should be a county to watch in the General election.

Win Margins: Compared to 2020, Cisneros underperformed in most counties with the exception of Atascosa and Bexar. The loss of Hidalgo county, one of 3 counties Cisneros won, was a stepback but the introduction of Guadalupe county significantly closed in the overall margin for Cisneros where she was overwhelmingly favored (by 56 percentage points).

County	Major Cities/Towns	2020 Win Margin		2022 Win Margin	
ATASCOSA		-414	-15%	195	15%
BEXAR	San Antonio, Universal City, Converse	4,407	34%	6,295	53%
DUVAL				-586	-31%
GUADALUPE	NE Outside San Antonio			2,117	56%
HIDALGO	Mission	1,025	8%		
JIM HOGG				-500	-44%
LASALLE		-26	-17%		
MCMULLEN		0	0%	-2	-25%
STARR	Rio Grande City	-3,092	-28%	-2,148	-43%
WEBB	Laredo	-2,953	-10%	-4,443	-22%
WILSON		62	3%		
ZAPATA	Zapata	-1,699	-44%	-1,695	-49%
TOTAL		-2,691	-4%	-767	-2%

Purple = Cisneros won by XX votes/percentage points
Blue = Cuellar won by XX votes/percentage points

2020 Results


County	Major Cities/Towns	JESSICA CISNEROS	HENRY CUELLAR (I)
ATASCOSA		1,168 42%	1,582 58%
BEXAR	San Antonio, Universal City, Converse	8,778 67%	4,371 33%
HIDALGO	Mission	7,164 54%	6,139 46%
LASALLE		64 42%	90 58%
MCMULLEN		9 50%	9 50%
STARR	Rio Grande City	3,881 36%	6,973 64%
WEBB	Laredo	12,900 45%	15,853 55%
WILSON		1,095 51%	1,033 49%
ZAPATA	Zapata	1,085 28%	2,784 72%
TOTAL		36,144 48%	38,834 52%

2022 Results

County	Major Cities/Towns	JESSICA CISNEROS	HENRY CUELLAR (I)	TANNYA BENAVIDES
ATASCOSA		737 56%	542 41%	41 3%
BEXAR	San Antonio, Universal City, Converse	8,768 73%	2,473 21%	700 6%
DUVAL		561 29%	1,147 60%	194 10%
GUADALUPE	NE Outside San Antonio	2,779 74%	662 18%	333 9%
JIM HOGG		275 24%	775 69%	74 7%
MCMULLEN		3 38%	5 63%	0 0%
STARR	Rio Grande City	1,308 26%	3,456 70%	178 4%
WEBB	Laredo	7,560 37%	12,003 59%	613 3%
ZAPATA	Zapata	794 23%	2,489 72%	156 5%
TOTAL		22,785 47%	23,552 48%	2,289 5%

² <https://www.texastribune.org/2022/02/14/texas-primary-voting-turnout/>

Webb County/Laredo: Cisneros underperformed in Webb County losing by 22 percentage points. Tannya's 613 votes wouldn't have been enough to regain her 45% vote share from 2020. **This decrease in vote share along with decrease in voter share could be a result of the impact of voter suppression or disillusion with the democratic party.**

- **Our impact:**  knocked over 7k doors and texted over 21k people in Webb County for Cisneros. Our door efforts were concentrated in low turnout precincts in NW Laredo near the World Trade Bridge and SW Laredo near Laredo College.
- **La Ladrillera:** A low-income area with an older population and high crime. This is an under-invested neighborhood right on the border where campaigning is uncommon. We heard stories that other organizations' canvassers have been run out of the neighborhood by residents.
- **Rancho Viejo:** A mixed-income area.

Bexar County/San Antonio: The redrawing of Bexar county along with the addition of Guadalupe county to TX-28 made both TX-28 and TX-35 more democratic. These new districts would have seen Trump lose by 7 and 43 points respectively, instead of the 4 and 35 points he actually lost by.

- **Our impact:** We knocked 3,800 doors and texted over 21k people in Bexar County for both Cisneros and Casar.


Tannya Benavides: Tannya Benavides won 5% of the overall vote. If these 2k voters hadn't voted, Cuellar would have won with less than 51% of the votes. Most of Tannya's votes came from Bexar, Webb, and Guadalupe. **Given that Tannya's leans more progressive and Cuellar more conservative, Cisneros has a high probability of scooping up at least 1,000 votes from Bexar and Guadalupe.**



Voter Outreach

[Take a look at our dashboard for more stats.](#)

①	①	①	①	①
50.9k	2,543	5%	1,111	191
Attempts	Contacts	Contact Rate	IDs	IDs Early Voted

 made over 50k voter contact attempts and identified over 1k voters who committed to voting for either Cisneros or Casar, 191 of them ended up voting early.

CD28: 63% of those we spoke to committed to voting for Cisneros but Cisneros only won 47% of the vote. **This could mean that 1) strong Cisneros supporters didn't turn out to vote; 2) we didn't reach strong Cuellar supporters so**

	CD28		CD35	
ID	Count	%	Count	%
5 - Strong Yes	620	46%	219	40%
4 - Lean Yes	222	17%	56	10%
3 - Unsure	226	17%	108	20%
2 - Lean No	36	3%	19	3%
1 - Strong No	203	15%	136	25%
0 - Won't/Can't Vote	38	3%	14	3%
TOTAL	1345		552	

our numbers were skewed; or 3) the voters we spoke to misled us on their preferred candidate.

CD35: 50% of those we spoke to committed to voting for Casar yet he won 61% of the vote. This could be due to a good amount of strong No's voting in the Republican primary, thus skewing our total counts and vote shares.

Doors:

11k	1,783	16%	812	110
Attempts	Contacts	Contact Rate	IDs	IDs Early Voted

██████ team knocked 11k doors across 8 days with ██████ They identified over 300 people to follow up with who showed interest in continuing to learn more about and do organizing work with ██████

Contact Rate: Contact rate was exceptionally low in San Antonio at 8% while Laredo's contact rate is slightly below normal range at 20%. Volunteers on the ground flagged that the cold front and the uncommonness of door knocking campaigns could have contributed to the low contact rates.

Issue IDs: Most voters who spoke about an issue that was important or impactful to them spoke of Economy/Jobs or Healthcare. Specifically the need for good paying jobs in the area or the impact of COVID and lack of access to affordable healthcare. Of the 43% who fell under the "Other" category

████████████████████

Issue	Count	%
Other	280	43%
Economy/Jobs	147	22%
Healthcare/ Salud	102	16%
Immigration	47	7%
Infrastructure/Infra	18	3%
Education/Educación	18	3%
corruption/Corrupció	17	3%
Environment/Ambiente	16	2%
Comm. Safety/Segurid	13	2%
TOTAL	658	

Texts:

39.4k	736	1.9%	294	80
Attempts	Contacts	Contact Rate	IDs	IDs Early Voted

██████ reached voters via P2P ██████ on both ██████ campaigns. In total more than 39k voters were reached and close to 300 people committed to voting for Cisneros and Casar.

Notably, the largest share of answers to the CTV question were Strong No's, though these were split between Republicans voters and voters for other Democratic opponents.

ID	P2P		Doors	
	Count	%	Count	%
5 - Strong Yes	270	41%	574	46%
4 - Lean Yes	24	4%	252	20%
3 - Unsure	25	4%	305	25%
2 - Lean No	33	5%	21	2%
1 - Strong No	285	44%	55	4%
0 - Won't/Can't Vote	16	2%	36	3%
TOTAL	653		1,243	

Fundraising:

Candidate	# Donations	\$ Donations	Average Donation
Jessica Cisneros	160	\$3,386.69	\$21.17
Greg Casar	64	\$897.08	\$14.02
Bob Libal	62	\$773.88	\$12.48
TOTAL	286	\$5,057.65	\$17.68

██████████ campaign raised over \$5,000 for Cisneros, Casar, and Libal.

Fundraising Event: The Cisneros fundraising event raised \$990 - this includes recruitment tactics leading up to the event itself. The event was free to members and a suggested donation of \$5 for non-members, 19 people attended the event (64 signed up). The most donations came from an unknown source which we suspect is from referrals

Tactic	Audience Size	# Donations	\$ Donations	Conversion Rate
EMAIL	51,817	18	\$365.00	0.03%
TEXT	5,888	0	\$0.00	0.00%
PHONE	214	4	\$155.00	1.87%
EVENT	19	4	\$30.00	21.05%
UNKNOWN	--	4	\$440.22	--
TOTAL		30	\$990.22	

(people sharing the link). The event itself had the highest conversion rate but given that attendees had recently donated, it is unsurprising they were prepared to give. The most efficient recruitment tactic for this type of event was phones with a 1.87% conversion rate but mass email was also effective.

Tactic	Audience Size	# Donations	\$ Donations	Average Donation	Conversion Rate
EMAIL	241,893	117	\$3,707.43	\$31.69	0.05%
TEXT	6,550	5	\$185.00	\$37.00	0.08%
UNKNOWN	--	4	\$175.00	\$43.75	--
TOTAL		126	\$4,067.43	\$32.28	

Date	Segment	Sent	Response Rate	Clicks	Click Rate	Signups	Conversion Rate
2/12/22	LAREDO	53	11.32%	1	2.00%	0	0.00%
2/12/22	SAN ANTONIO	154	2.60%	8	5.00%	6	3.90%
2/12/22	REST OF TX	691	2.32%	14	2.00%	0	0.00%
2/20/22	LAREDO	51	5.88%	1	2.00%	0	0.00%
2/20/22	SAN ANTONIO	151	6.62%	11	7.00%	1	0.66%
2/20/22	REST OF TX	673	3.42%	13	2.00%	0	0.00%
TOTAL		1773	3.50%	48	2.71%	7	0.39%

Texts: [REDACTED] sent recruitment texts to most of Texas to sign up local volunteers for shifts. Our most successful texts were to San Antonio where we got 7 people to sign up for multiple shifts.

This recruitment tactic turned out to be the most effective in volunteer recruitment.

2020 March Primary										
County	Major Cities/Towns	JESSICA CISNEROS		HENRY CUELLAR (I)		Total Votes	Total Registered Voters	Turnout	Win Margin	
ATASCOSA		1,168	42%	1,582	58%	2,750	28,087	9.79%	-414	-15%
BEXAR	San Antonio, Universal City, Converse	8,778	67%	4,371	33%	13,149	111,608	11.78%	4,407	34%
DUVAL										
GUADALUPE	NE Outside San Antonio									
HIDALGO	Mission	7,164	54%	6,139	46%	13,303	380,486	3.50%	1,025	8%
JIM HOGG										
LASALLE		64	42%	90	58%	154	4,367	3.53%	-26	-17%
MCMULLEN		9	50%	9	50%	18	698	2.58%	0	0%
STARR	Rio Grande City	3,881	36%	6,973	64%	10,854	33,540	32.36%	-3,092	-28%
WEBB	Laredo	12,900	45%	15,853	55%	28,753	135,611	21.20%	-2,953	-10%
WILSON		1,095	51%	1,033	49%	2,128	33,411	6.37%	62	3%
ZAPATA	Zapata	1,085	28%	2,784	72%	3,869	7,940	48.73%	-1,699	-44%
TOTAL		36,148	48%	38,839	52%	74,978	735,748	10.19%	-2,691	-4%

2022 March Primary												
County	Major Cities/Towns	JESSICA CISNEROS		HENRY CUELLAR (I)		TANNYA BENAVIDES		Total Votes	Total Registered Voters	Turnout	Win Margin	
ATASCOSA		737	56%	542	41%	41	3%	1,320	29,749	4.44%	195	15%
BEXAR	San Antonio, Universal City, Converse	8,768	73%	2,473	21%	700	6%	11,941	142,711	8.37%	6,295	53%
DUVAL		561	29%	1,147	60%	194	10%	1,902	8,114	23.44%	-586	-31%
GUADALUPE	NE Outside San Antonio	2,779	74%	662	18%	333	9%	3,774	71,723	5.26%	2,117	56%
HIDALGO	Mission											
JIM HOGG		275	24%	775	69%	74	7%	1,124	3,686	30.49%	-500	-44%
LASALLE												
MCMULLEN		3	38%	5	63%	0	0%	8	661	1.21%	-2	-25%
STARR	Rio Grande City	1,308	26%	3,456	70%	178	4%	4,942	33,017	14.97%	-2,148	-43%
WEBB	Laredo	7,560	37%	12,003	59%	613	3%	20,176	140,666	14.34%	-4,443	-22%
WILSON												
ZAPATA	Zapata	794	23%	2,489	72%	156	5%	3,439	7,841	43.86%	-1,695	-49%
TOTAL		22,785	47%	23,552	48%	2,289	5%	48,626	438,168	11.10%	-767	-2%