



**TO:** INTERESTED PARTIES  
**FROM:** CARLOS FOR CONGRESS  
**RE:** TX-35 SURVEY RESULTS  
**DATE:** April 23, 2026

The Carlos for Congress campaign conducted a survey of 400 likely Republican runoff voters in TX-35 from April 13-16, 2026. A majority of the interviews were conducted via cell phones, with additional interviews done via text to web and landline phones. The margin of error is +/-4.9% at a 95% confidence interval.

## KEY FINDINGS

**Carlos De La Cruz enters the runoff with a lead that grows dramatically as voters learn about the candidates. Once Trump's endorsement is communicated and Lujan's radical immigration record is exposed, De La Cruz leads by 55 points - a race-defining advantage with a clear path to victory.**

## THE SPECIFICS

### The Starting Point: De La Cruz Leads in a Low-Information Environment

On the initial ballot, Carlos De La Cruz leads John Lujan 38% to 35%, with 27% of voters still undecided. Notably, this lead exists while only 37% of runoff voters are aware that President Trump has made an endorsement in the race. As that information reaches more voters, the numbers move sharply in De La Cruz's favor.

### The Messaging: Lujan's Record on Immigration Is a Liability That Should Be Exposed

Every message tested against John Lujan generated significant negative movement. However, the highest-impact message carried approximately 91% correlation among voters who subsequently switched their vote away from Lujan or switched from undecided to supporting De La Cruz.



*(Source on immigration) (Source for secondary attack)*

## THE PATH FORWARD

The data presents a clear and executable roadmap for the May 26th runoff.

- **Communicate the Trump endorsement.** De La Cruz's lead exists today with only 37% of voters aware of Trump's endorsement. As that number grows, so does the margin. The endorsement should be front and center in all paid, earned, and direct voter contact - particularly with the 62% of the electorate that identifies as very conservative, for whom the endorsement functions as the clearest signal of ideological alignment.
- **Prosecute the immigration frame.** The immigration message is tightly correlated with vote switching. Lujan's record on the border is a disqualifying liability with this electorate. It provides a clear contrast with President Trump's endorsement of De La Cruz.
- **Drive the contrast message early.** 61% of voters in this survey say they plan to vote early in-person, this was John Lujan's strength during the primary. Communicating the Trump endorsement and Lujan's radically liberal immigration record early to impact these voters is an imperative. Voters also must be informed of the date of the runoff election on May 26<sup>th</sup>.

This race is De La Cruz's to win. The electorate is deeply conservative, strongly pro-Trump, and highly responsive to the contrast on immigration. The work ahead is straightforward: make sure every likely runoff voter in TX-35 knows that Carlos De La Cruz has President Trump's complete and total endorsement, and that John Lujan would betray their values on immigration and border security if elected.