TO: Interested Parties
FROM: Guidant Polling & Strategy
RE: TX-32 Message Testing
DATE: September 29, 2026

Guidant Polling and Strategy conducted a survey of 400 likely general election voters in TX-32 from September 19-22, 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

Voters in TX-32 need to hear economic messaging highlighting that Jace Yarbrough will take on corruption in Washington DC, ban insider trading, and focus on keeping costs low so hardworking families in Texas can once again afford the dream of home ownership.

THE SPECIFICS:

Among eight messages tested about Yarbrough's biography and positions, the two that tested best were:

- "Jace Yarbrough wants every hard-working American to have a shot at the American Dream. A father of five who married his high school sweetheart young, Jace believes anyone who finishes high school and works hard should be able to buy a home, and he'll fight to make that happen." (59% of respondents more likely to support Yarbrough after hearing)
- "Jace Yarbrough knows the value of hard work. He grew up in a trailer park and worked his way through Stanford and the Air Force, and he's fighting to put American workers and sovereignty ahead of the trade and open-border policies that gutted our heartland." (52% of respondents more likely to support Yarbrough after hearing)

These were the top two best-testing messages among Independents, Democrats, and undecided voters, and also performed strongly with Republicans.

Additionally, 86% of respondents said they supported banning stock trading by members of Congress, and only 4% opposed it, by far the most popular policy tested.