

TX-23 VOTER TARGETING UNIVERSE

FINAL REPRO V2

Brandon Herrera for Congress | Final V2 model | Scored August 24, 2026

Model: TX23_REPRO_20260824_V2

515,315
VOTER RECORDS

296,324
HOUSEHOLDS

176,484
ACTIONABLE VOTERS
34.2% of district file

119,773
ACTIONABLE HOUSEHOLDS
40.4% of district households

PRIMARY UNIVERSE COMPOSITION

VOTERS

176,484 actionable | 34.2%

Persuasion

Base

Turnout

Avoid

55,930 10.9%

79,944 15.5%

40,610 7.9%

338,831 65.8%

HOUSEHOLDS

119,773 actionable | 40.4%

Persuasion

Base

Turnout

Avoid

48,910 16.5%

40,817 13.8%

30,046 10.1%

176,551 59.6%

VALIDATION AND AUC

0.910

SUPPORT AUC
Final 48-hour validation return

0.860

TURNOUT AUC
Household-separated temporal test

0.701

RESPONSE AUC
Delivered Wave 2 holdout

WHAT AUC MEANS

AUC = Area Under the ROC Curve. It is the chance a true positive ranks above a true negative.

0.50 = random | 1.00 = perfect

PRIORITY TIERS BY PRIMARY UNIVERSE					
TIER	PRIMARY UNIVERSE	VOTERS	FILE %	HOUSEHOLDS	FILE %
P1	Persuasion - highest value	37,934	7.4%	33,663	11.4%
P2	Persuasion - remaining	17,996	3.5%	15,247	5.1%
P2	Turnout - support >=75 / turnout <50	10,811	2.1%	9,572	3.2%
P3	Turnout - all other turnout targets	29,799	5.8%	20,474	6.9%
P3	Base	79,944	15.5%	40,817	13.8%
HOLD	Avoid	338,831	65.8%	176,551	59.6%

INSIDE AVOID - MUTUALLY EXCLUSIVE VOTER SEGMENTS

LOW PROPENSITY ONLY

147,198

43.4% of AVOID

Herrera >=25 | turnout <15

KATY PADILLA STOUT ONLY

78,849

23.3% of AVOID

Herrera <25 | turnout >=15

BOTH

22,632

6.7% of AVOID

Herrera <25 | turnout <15

OTHER MODEL HOLDS

90,152

26.6% of AVOID

Other failed gates + administrative holds

Full-precision V2 scores; the four AVOID categories are mutually exclusive and reconcile to the total.