

TX-15 District Primer

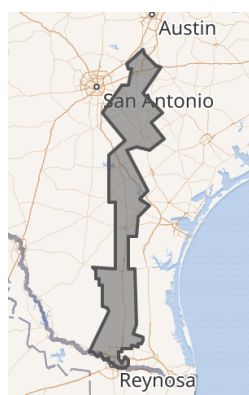
In 2024, Republican **Monica De La Cruz** won this seat by **31,839 votes**—that’s *eight* votes per precinct. If we can persuade just *nine* voters per precinct, we can win this year. With your help, we’re going to **FLIP** this key seat and secure a Democratic House majority in 2026.

Key dates
Primary: March 3
Primary Runoff: May 26
Midterms: November 3

Recent Election Results

2024 Presidential Election	2024 House Election	2022 House Election
Harris: 93,272 (41%) Trump: 134,301 (59%)	Monica De La Cruz (R): 127,804 (57%) Michelle Vallejo (D): 95,965 (43%)	De La Cruz (R): 80,978 (53%) Vallejo (D): 68,097 (45%)

District Facts & Stats



Largest Cities

- McAllen, pop. 138,475
- Edinburg, 84,399
- Pharr, 75,172

Geography

The redistricted TX-15 spans the Rio Grande Valley and stretches from the town of Hidalgo near the Mexican border up to Central Texas, east of San Antonio. While the district is primarily urban, farmland takes up about 15% of the district.

Citizenry

TX-15 is a socio-economically mixed, majority Hispanic district. Before the 2025 gerrymander, 81.4% of the population was Hispanic; the redrawn district is now 70-76% Hispanic. 23% of the population and almost half of the district’s children rely on Medicaid. 24% of adults in the district hold a bachelor’s degree or higher.

The Local Vibe

The 2025 redistricting may actually have weakened the GOP’s hold on this district. The incumbent is now running in a district where 60% of the voters are unfamiliar with her, and although in 2024 Hispanic voters in South Texas swung to Trump, recent polls indicate a shift back, based on worsening economics, high prices, and outrage over ICE policies. ICE raids have terrorized the community and paralyzed construction and related trades already reeling from Trump’s hamfisted imposition of tariffs.

There are several ICE detention centers in or near the district and a proposed massive ICE center in McAllen sparked protests from local residents and civic organizations.

There will also be an election for the U.S. Senate on the 2026 ballot.

Sign up for another event: mobilize.us/swingleft

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Key Issues

- **Affordability:** Persistent high prices, especially for gas and groceries, have people worried, and the families who rely on Medicaid or SNAP face threats to healthcare and food aid from Trump's budget.
 - **Rural isolation:** In rural areas, district residents struggle with access to high-speed internet and a shortage of primary care physicians.
 - **Immigration:** Federal immigration enforcement (ICE) has caused great hardship in the area both by terrorizing the community and decimating the local labor force.
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About the Candidates

Monica De La Cruz | GOP Incumbent

Elected in 2022, **Monica De La Cruz** is the first Latina and first Republican to represent TX-15. She has a BA from UT San Antonio and has owned a small business and worked as an insurance agent. She positions herself as strong on border security and a defender of Social Security. She created the South Texas Water Working Group and is pressuring the Mexican government to meet its water debt.

However, De La Cruz was silent when Trump permitted Argentinian beef to flood the country, undermining Texas ranchers and risking devastating outbreaks caused by an imported parasite. She voted four times in favor of tariffs that are destroying the oil and gas industry on which Texas depends. As jobs in South Texas disappear and prices rise, De La Cruz voted to endanger food access, via SNAP and related programs, for more than 260,000 families, and she voted to kick over 65,000 of her constituents off of their health insurance. She has been endorsed by the National Border Patrol Council, local law enforcement, AIPAC and Donald Trump.

Bobby Pulido | Democratic Candidate

Bobby Pulido is a small businessman and Tejano music sensation with two Latin Grammy awards. He was born and raised in Edinburg and is a rising star in the Democratic Party, in sync with culturally conservative rural voters while holding to Democratic values that everyone has a voice and deserves a fair shake. He is responsive to the district's concerns about rising costs and the effects of Trump's draconian immigration policies.

Pulido is focused on small businesses, working families and entrepreneurs. He believes in a sensible agricultural policy that protects natural resources, supports rural families, and keeps food safe and affordable. He wants healthcare that protects families and education that invests in children and teachers. Pulido advocates for more vetting hubs in Central America "to help bring order to migration" and to "create a more fair and reasonable path to legalization." Pulido has said that, while personally "pro-life," he would not force his choice on others and does not want women "dying of sepsis" from illegal abortions and has called Texas's anti-abortion laws "draconian."

Pulido has near-universal name recognition and he has shown himself to be a sophisticated campaigner. He turned a dismissive remark by De La Cruz—who said he should stay out of politics and stick to singing at quinceañeras—into a feel-good viral phenomenon, incorporating "quinces" into his campaigning. Pulido won the early support of the Democratic candidate for US Senate from Texas, James Talarico, among many others.

The contrast: Pulido clearly knows this district and its people and will speak for them in Congress. South Texans are tired of higher prices, ICE raids and broken promises and of a representative who hurts her own constituents to gain favor with Trump.