

TEXAS VOTES

2024

Statewide Races, Issues & Favorability



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON



Texas Votes 2024 Statewide Races, Issues & Favorability

October 2024

The Hobby School of Public Affairs at the University of Houston conducted an online survey of likely Texas voters, with an oversample of Harris County voters, to assess their preferences and opinions about candidates and issues in the November 2024 election. The survey was fielded between September 26 and October 10, 2024, in English and Spanish, via a YouGov panel of registered voters who were considered likely to vote in the 2024 General Election. The likely voters examined in this report were selected using a series of questions related to past and expected future voting behavior. The statewide analysis population of 1,329, with a margin of error of +/- 2.69%, was matched to a sampling frame on gender, age, race/ethnicity, education, and partisanship, and is representative of the Texas likely voter population.

The Texas Votes 2024 study includes four reports. This first report focuses on the statewide races for president, U.S. Senate and the Texas Railroad Commission, along with issues influencing vote intention, and candidate favorability. Forthcoming reports will cover Harris County elections, election integrity and administration, and attitudes about electricity infrastructure and distribution in Harris County.

EXECUTIVE SUMMARY

In the presidential race, Republican Donald Trump (51%) leads Democrat Kamala Harris (46%) by 5 percentage points, with 1% supporting other candidates and 2% undecided.

97% of Trump voters and 96% of Harris voters report that they will not change their mind about their presidential vote intention between now and Election Day.

Trump holds a 15 percentage point lead over Harris among men (56% to 41%).

Harris holds a 5 percentage point lead over Trump among women (51% to 46%).

Trump leads Harris by 22 percentage points (60% to 38%) among white likely voters.

Harris leads Trump by 70 percentage points (84% to 14%) among Black likely voters.

Trump (48%) and Harris (47%) are deadlocked among Latino likely voters.

Trump's advantage over Harris is greatest among white men (33 percentage points), white women (14 percentage points), and Latino men (9 percentage points).

Harris's advantage over Trump is greatest among Black women (78 percentage points), Black men (64 percentage points), and Latino women (2 percentage points).

61% of the members of the Silent Generation/Baby Boomer cohort intend to vote for Trump, and 35% for Harris. Conversely, 61% of Generation Z intend to vote for Harris, and 38% for Trump.

Harris holds a 16 percentage point lead over Trump (56% to 40%) among likely voters who did not cast a ballot in the 2020 presidential election.

80% of Trump voters say their vote is primarily a vote for Trump, while 20% say it is primarily a vote against Harris.

66% of Harris voters say their vote is primarily a vote for Harris, while 34% say it is primarily a vote against Trump.

82% of Black Harris voters say their vote is primarily a vote for Harris, compared to 63% and 60% of white and Latino Harris voters.

Trump and Harris have relatively equal proportions of likely voters with a favorable (50% and 49%) and unfavorable (50% and 51%) evaluation of them, with Trump having a slightly higher proportion of likely voters with a very favorable opinion of him (38% to 34%).

In the Texas U.S. Senate race, Republican Ted Cruz (50%) leads Democrat Colin Allred (46%) by four percentage points, with 3% undecided and 1% intending to vote for Libertarian Ted Brown.

96% of Cruz and Allred voters say they are certain about their vote choice.

Cruz holds a 15 percentage point lead over Allred among men (56% to 41%).

Allred holds a 7 percentage point lead over Cruz among women (51% to 44%).

Cruz leads Allred by 22 percentage points (60% to 38%) among white likely voters.

Allred leads Cruz by 62 percentage points (78% to 16%) among Black likely voters.

Allred (48%) and Cruz (45%) are deadlocked among Latino likely voters.

62% of the members of the Silent Generation/Baby Boomer cohort intend to vote for Cruz and 37% for Allred, while 62% of Generation Z intend to vote for Allred and 36% for Cruz.

Cruz is viewed favorably by a slightly higher proportion of likely voters than Allred (50% to 46%), but is also viewed unfavorably by a higher proportion of likely voters than Allred (48% vs. 42%).

66% of likely voters say the economy is one of the three most important issues influencing their presidential vote decision, followed by immigration & border security (50%) and the future of U.S. democracy (39%).

85% and 82% of Trump voters cite the economy and immigration & border security as among the top three issues influencing their presidential vote decision.

The top issues influencing the presidential vote decision of Harris voters are the future of U.S. democracy (55%), the economy (46%), health care (40%) and abortion (39%).

Trump is trusted more than Harris by a significantly larger share of likely voters on the issues of immigration & border security (58% vs. 42%), the economy (56% vs. 44%), crime (55% vs. 45%) and foreign policy (54% vs. 46%).

Harris is trusted more than Trump by a significantly larger share of likely voters on the issues of climate change (56% vs. 44%) and abortion (55% vs. 45%).

44% of likely voters believe their personal financial situation is worse today than it was four years ago, while 31% believe it is better and 25% think it is the same.

65% of Trump voters, but only 21% of Harris voters, say their personal financial situation is worse today than it was four years ago.

47% of Harris voters, but only 17% of Trump voters, say their personal financial situation is better today than it was four years ago.

62% of likely voters believe things in the United States are off on the wrong track, while 31% believe they are headed in the right direction.

87% of Trump voters believe things in the United States are off on the wrong track and 12% believe they are headed in the right direction.

34% of Harris voters believe things in the United States are off on the wrong track and 54% believe they are headed in the right direction.

50% of likely voters believe things in Texas are off on the wrong track, while 41% believe they are headed in the right direction.

In the Texas Railroad Commissioner race, Republican Christi Craddick (48%) leads Democrat Katherine Culbert (41%) by seven percentage points, with 8% undecided and 2% intending to vote for Libertarian Hawk Dunlap and 1% for the Green Party's Eddie Espinoza.

In contrast to the presidential and U.S. Senate races, where Trump and Cruz trail their Democratic rival among women by 5 and 7 percentage points, Craddick and Culbert are tied among women likely voters.

59% of likely voters report they plan to vote early in-person, 32% plan to vote on election day, 8% plan to vote early via mail (absentee ballot) and 1% are unsure how they are going to vote.

36% of Trump voters and 28% of Harris voters report they will vote in person on election day.

72% of Harris voters report they will vote early (61% in person and 11% by mail).

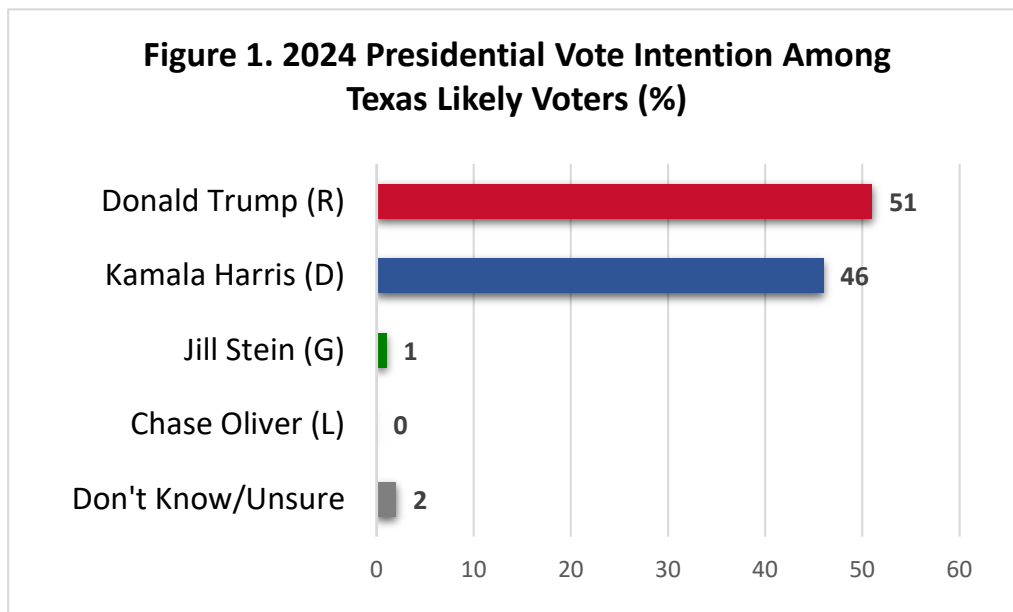
62% of Trump voters report they will vote early (56% in person and 6% by mail).

LIKELY VOTER POPULATION DEMOGRAPHICS

White likely voters account for 58% of this population of likely Texas voters, Latino likely voters for 24%, Black likely voters for 12%, and others for 6%. Women represent 51% of this population, men 47%, and those who identify as non-binary or other 2%. Regarding generations, 36% of this population belongs to the combined Silent Generation (born between 1928-1945) and Baby Boomer (1946-1964) cohort, 28% to Generation X (Gen-X) (1965-1980), 24% to the Millennial (1981-1996) generation, and 12% to Generation Z (1997-2012). The highest level of educational attainment of 41% of the population is a four-year college degree or a post-graduate degree, of 32% of the population is a two-year college degree or some college, and of 27% of the population is a high school degree or less. Republicans account for 46% of this population, Democrats for 44% and Independents for 9%, with 1% unsure of their partisan identification. In the 2020 presidential election, among those who cast a ballot that year (10% did not), 53% of these likely voters voted for Republican Donald Trump and 46% for Democrat Joe Biden, with 1% supporting a third party candidate. In the 2022 Texas gubernatorial election, among those who cast a ballot (18% did not), 54% voted for Republican Greg Abbott and 45% for Democrat Beto O'Rourke, with 1% supporting a third party candidate.

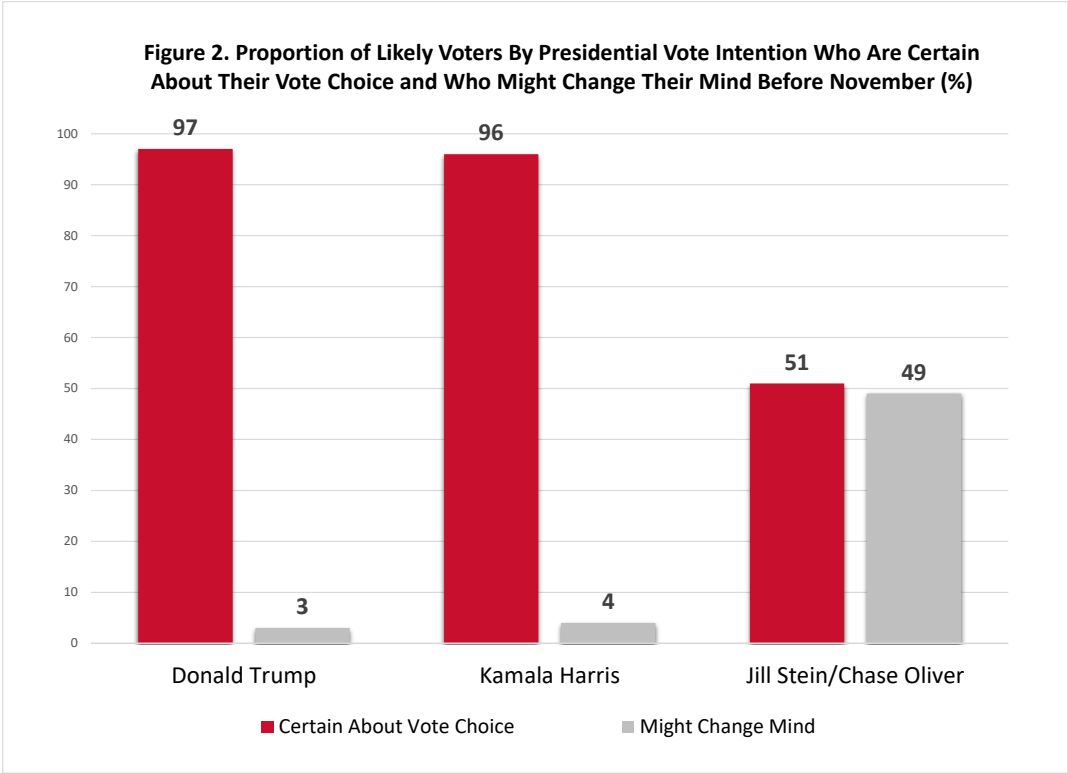
2024 PRESIDENTIAL VOTE INTENTION AMONG TEXAS LIKELY VOTERS

Figure 1 provides the vote intention among likely Texas voters in the 2024 presidential election. Republican Donald Trump leads Democrat Kamala Harris by 5 percentage points, 51% to 46%, followed by the Green Party's Jill Stein with 1% and Libertarian Chase Oliver with 0%, with 2% undecided.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Figure 2 underscores that an overwhelming majority of Trump (97%) and Harris (96%) voters are certain about their vote choice, with only 3% and 4% indicating they might change their mind between now and November 5.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Table 1 provides the presidential vote intention broken down by gender, ethnicity/race, generation, level of educational attainment, partisanship, 2020 presidential vote, and 2022 Texas gubernatorial vote.

Table 1. Likely Voter Presidential Vote Intention Among Key Socio-Demographic Groups (%)

Socio-Demographic	Sub-Group	Trump	Harris	Don't Know
Overall		51	46	2
Gender	Women	46	51	2
	Men	56	41	2
Ethnicity/Race	White	60	38	1
	Latino	48	47	2
	Black	14	84	2
Generation	Silent/Boomer	61	35	3
	Generation X	53	45	2
	Millennial	39	56	2
	Generation Z	38	61	1
Education	High School	61	37	1
	Some College/2 Yr Degree	48	48	2
	4 Yr Degree/PostGrad	45	51	3
Partisanship	Democratic	4	94	1
	Independent	41	35	20
	Republican	97	2	1
2020 Presidential Vote	Trump	93	5	2
	Biden	5	92	2
	Did Not Vote	40	56	2
2022 Gubernatorial Vote	Abbott	94	3	3
	O'Rourke	3	94	2
	Did Not Vote	42	55	2

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Trump holds a substantial 15 percentage point lead over Harris among men (56% to 41%), while Harris, conversely, has a 5 percentage point advantage over Trump among women (51% to 46%).

Trump leads Harris by 22 percentage points (60% to 38%) among white likely voters, while Harris leads Trump by 70 percentage points (84% to 14%) among Black likely voters. Trump (48%) and Harris (47%) are deadlocked among Latino likely voters.

Across all three major ethnic/racial groups, Trump’s vote intention is higher among men than women. White men favor Trump over Harris by a 32 percentage point margin (65% to 33%), more than twice the size of Trump’s 14 percentage point margin over Harris among white women (56% to 42%). Trump holds a 9 percentage point advantage over Harris among Latino men (52% to 43%), while Harris leads Trump by 2 percentage points among Latino women (48% to 46%). Black men favor Harris over Trump by a 64 percentage point margin (81% to 17%), while Black women favor Harris over Trump by a 78 percentage point margin (88% to 10%).

There is a notable generational split in presidential vote intention. Members of the Silent Generation/Baby Boomer cohort (in particular) and Generation X are significantly more likely to intend to vote for Trump (61% and 53%, respectively) than for Harris (35% and 45%, respectively). Conversely, Millennials and Generation Z are significantly more likely to vote for Harris (56% and 61%, respectively) than for Trump (39% and 38%, respectively).

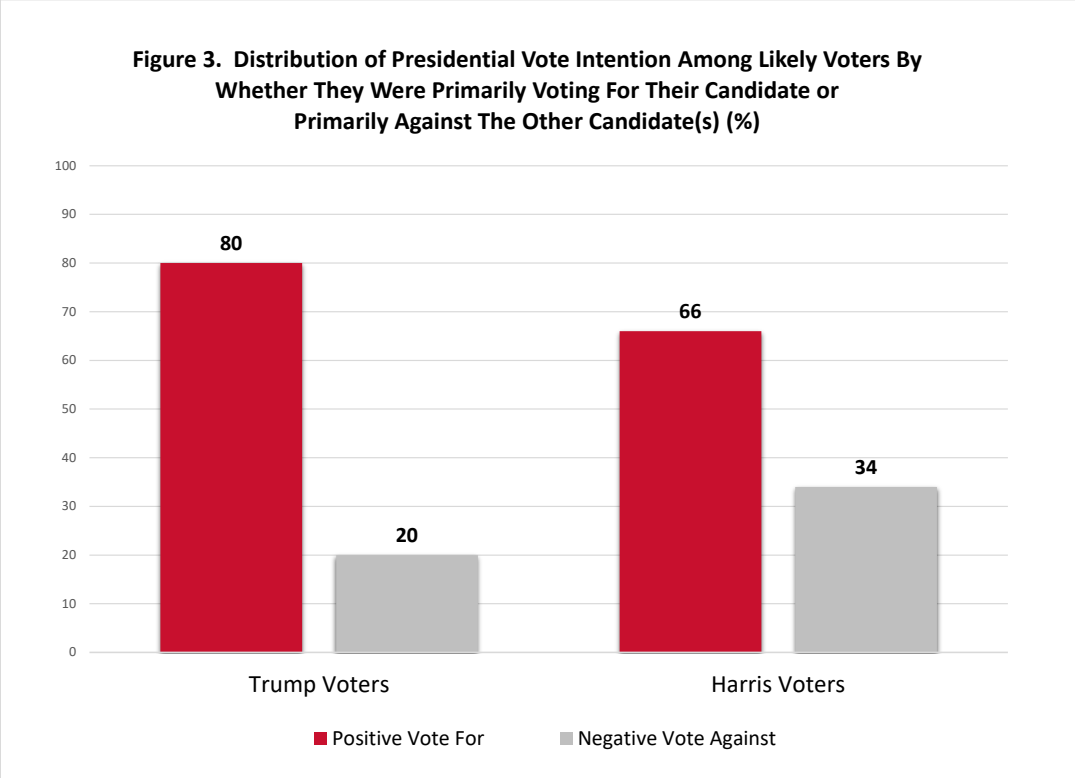
Trump enjoys a notable 61% to 37% advantage over Harris among likely voters whose highest level of educational attainment is a high school degree or less. The two are tied at 48% among those likely voters whose highest level of educational attainment is a two-year degree or some college, while Harris maintains a 6 percentage point advantage (51% to 45%) among likely voters with a four-year or postgraduate degree.

Virtually all Republicans (97%) intend to vote for Trump, just as virtually all Democrats (94%) intend to vote for Harris, with only 2% of Republicans and 4% of Democrats intending to vote for Harris and Trump, respectively. Trump (41%) has a narrow lead over Harris (35%) among Independents, with one in five (20%) Independents still undecided.

Trump retains the support of 93% of those likely voters who cast a ballot for him in 2020 and Harris the support of 92% of 2020 Biden voters. One in twenty (5%) 2020 Trump voters intend to vote for Harris, just as 5% of 2020 Biden voters intend to vote for Trump. Harris holds a 16 percentage point lead over Trump (56% to 40%) among likely voters who did not cast a ballot in the 2020 presidential election.

Virtually all of the likely voters who cast a ballot in the 2022 Texas gubernatorial election for Republican Greg Abbott and Democrat Beto O'Rourke intend to vote for Trump (94%) and Harris (94%), respectively, with 3% crossing the aisle to vote for Harris and Trump, respectively. Harris has a 13 percentage point lead among likely voters who did not cast a ballot in the 2022 gubernatorial election.

The Trump and Harris voters were also asked if they are primarily voting for their candidate (Trump or Harris) or primarily against their rival (Harris or Trump). Figure 3 reveals that while four-fifths (80%) of Trump voters are voting primarily for Trump, the same is only true for two-thirds (66%) of Harris voters, with 34% of Harris voters saying that their Harris vote is primarily a vote against Trump, compared to the 20% of Trump voters who are primarily voting against Harris when they cast a ballot for the former president.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Table 2 provides the distribution of Trump voters who were primarily casting a vote for Trump (80%) or against Harris (20%) broken down by gender, ethnicity/race (white and Latino only), generation, level of educational attainment, partisanship (Republicans and a combined Independent/Democratic category) and 2020 presidential vote (for Trump and those who did not vote). Overall, there are not any noteworthy socio-demographic sub-group differences in the primary motivation (for Trump or against Harris) for Trump voters, with the partial exception of Trump voters whose highest level of educational attainment is a high school degree or less being notably more likely to casting a vote “for Trump” than Trump voters with a four year or postgraduate degree, 88% to 73%.

Table 2. Distribution of Primary Purpose of Trump Voter Vote Intention Among Socio-Demographic Groups (%)

Socio-Demographic	Sub-Group	For Trump	Against Harris
Overall		80	20
Gender	Women	81	19
	Men	80	20
Ethnicity/Race	White	78	22
	Latino	86	14
Generation	Silent/Boomer	80	20
	Generation X	78	22
	Millennial	80	20
	Generation Z	92	8
Education	High School	88	12
	Some College/2 Yr Degree	81	19
	4 Yr Degree/PostGrad	73	27
Partisanship	Republican	82	18
	Independent/Democratic	62	38
2020 Presidential Vote	Trump	82	18
	Did Not Vote	86	14

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

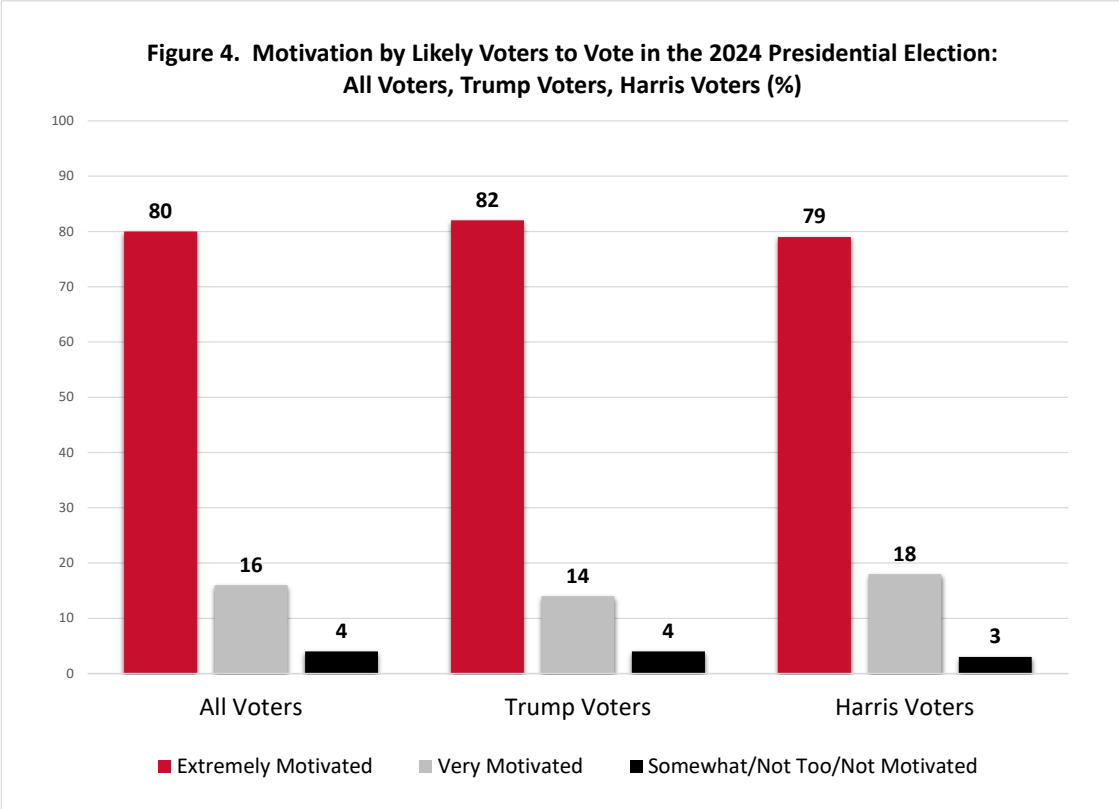
Table 3 provides the distribution of Harris voters who were primarily casting a vote for Harris (66%) or against Trump (34%) broken down by gender, ethnicity/race, generation, level of educational attainment, partisanship (Democratic and a combined Independent/Republican category) and 2020 presidential vote (for Trump and those who did not vote). With one exception, there are not any noteworthy socio-demographic sub-group differences in the primary motivation (for Harris or against Trump) for voting for Harris. The one exception is related to ethnicity/race, with Black Harris voters (82%) significantly more likely than white (63%) and Latino (60%) Harris voters to report that they were primarily voting for Harris, and significantly less likely to report they were primarily voting against Trump (18% vs. 37% and 40%) respectively.

Table 3. Distribution of Primary Purpose of Harris Voter Vote Intention Among Socio-Demographic Groups (%)

Socio-Demographic	Sub-Group	For Harris	Against Trump
Overall		66	34
Gender	Women	65	35
	Men	69	31
Ethnicity/Race	White	63	37
	Latino	60	40
	Black	82	18
Generation	Silent/Boomer	68	32
	Generation X	71	29
	Millennial	67	33
	Generation Z	51	49
Education	High School	76	24
	Some College/2 Yr Degree	58	42
	4 Yr Degree/PostGrad	66	34
Partisanship	Democratic	68	32
	Independent/Republican	47	53
2020 Presidential Vote	Biden	69	31
	Did Not Vote	51	49

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

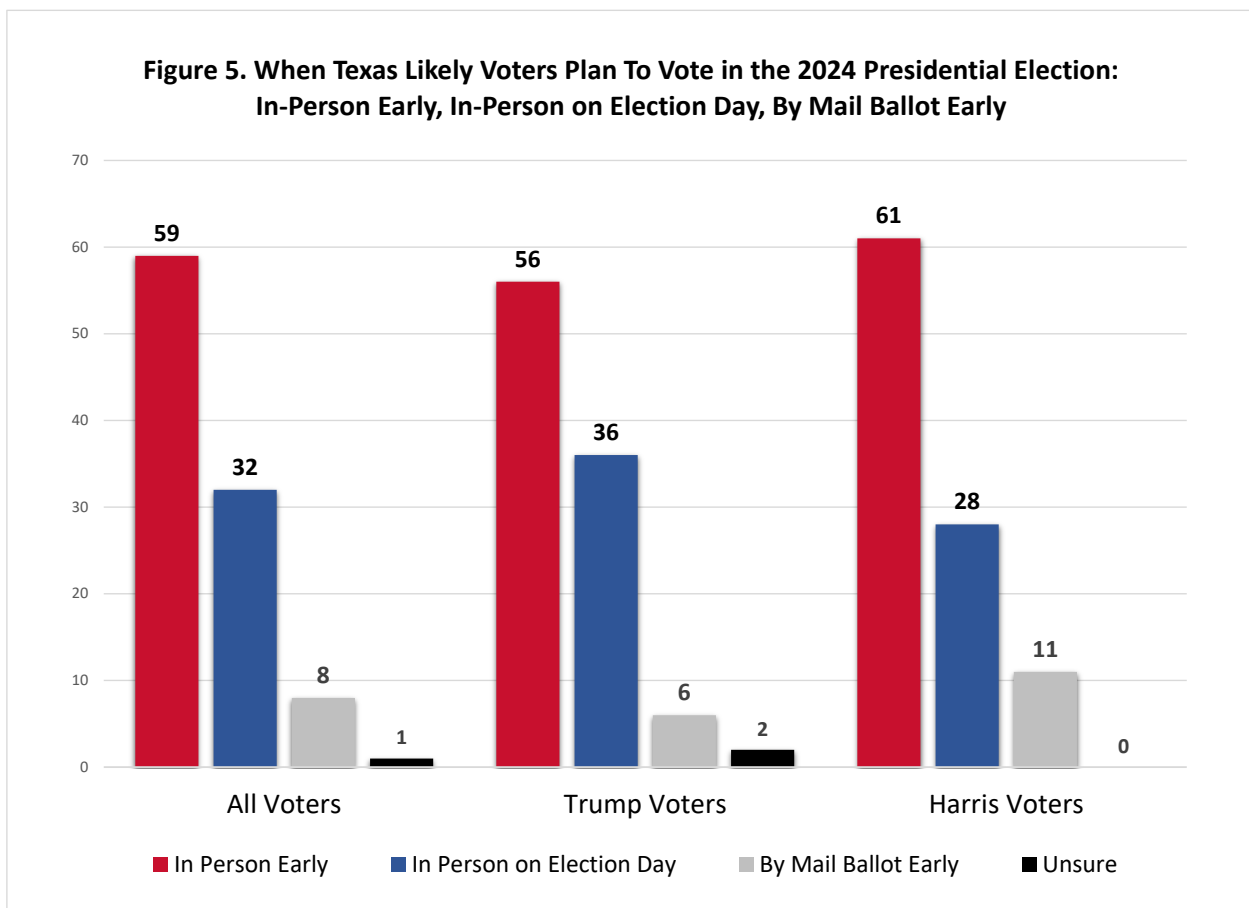
Figure 4 provides the proportion of likely 2024 voters who are extremely, very, somewhat, not too, and not at all motivated to vote in the 2024 presidential election. Around four-fifths of all voters (80%), Trump voters (82%) and Harris voters (79%) are extremely motivated to vote, with another 16%, 14% and 18% respectively very motivated to vote. In contrast, fewer than one in twenty of these likely voters is only somewhat, not too, or not at all motivated to vote in this year’s presidential election.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

These likely voters also were asked when and how they planned to vote this year among the three options available to Texas voters: in-person early, in-person on Election Day, and by mail ballot early (with the latter primarily limited in Texas by statute to those who are 65 years of age and older). The respondents could also indicate that they remained unsure how they would vote.

As Figure 5 illustrates, 59% of these likely voters plan to vote in-person early, 32% in-person on Election Day, and 8% by mail ballot early. Harris voters are significantly more likely than Trump voters to report that they plan to vote early (72% vs. 62%), either in-person (61% vs. 56%) or by mail (11% vs. 6%). Conversely, Trump voters are notably more likely than Harris voters to plan to vote on Election Day (36% vs. 28%). This finding suggests that the early vote (in-person and mail) totals initially reported on election night by the state’s 254 county election authorities may favor Harris (and Democratic candidates generally) more than the vote totals with the Election Day results that the same 254 county election authorities will report later in the evening on election night or the next morning.

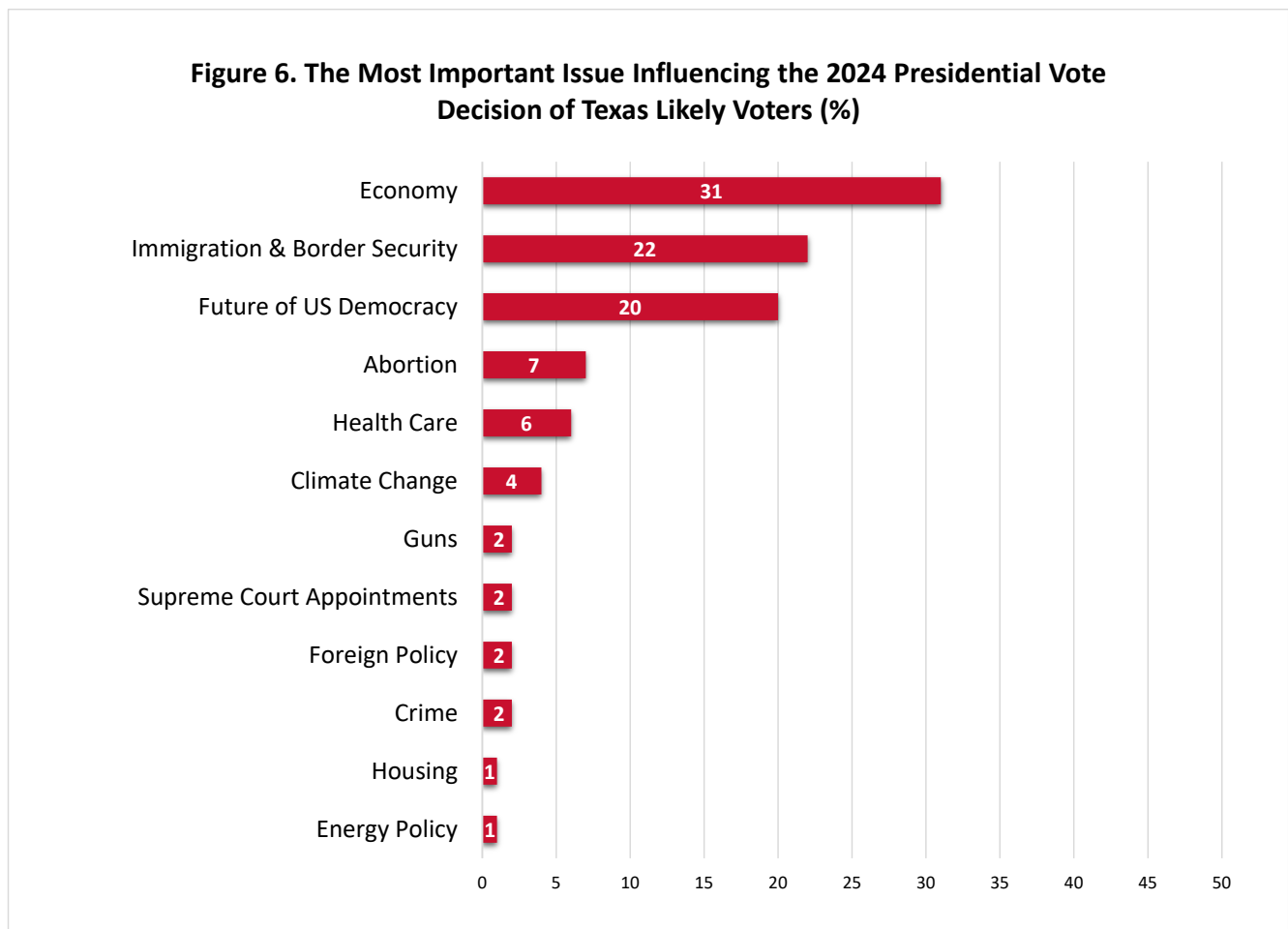


Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

ISSUES AND THE 2024 PRESIDENTIAL VOTE DECISION OF TEXAS LIKELY VOTERS

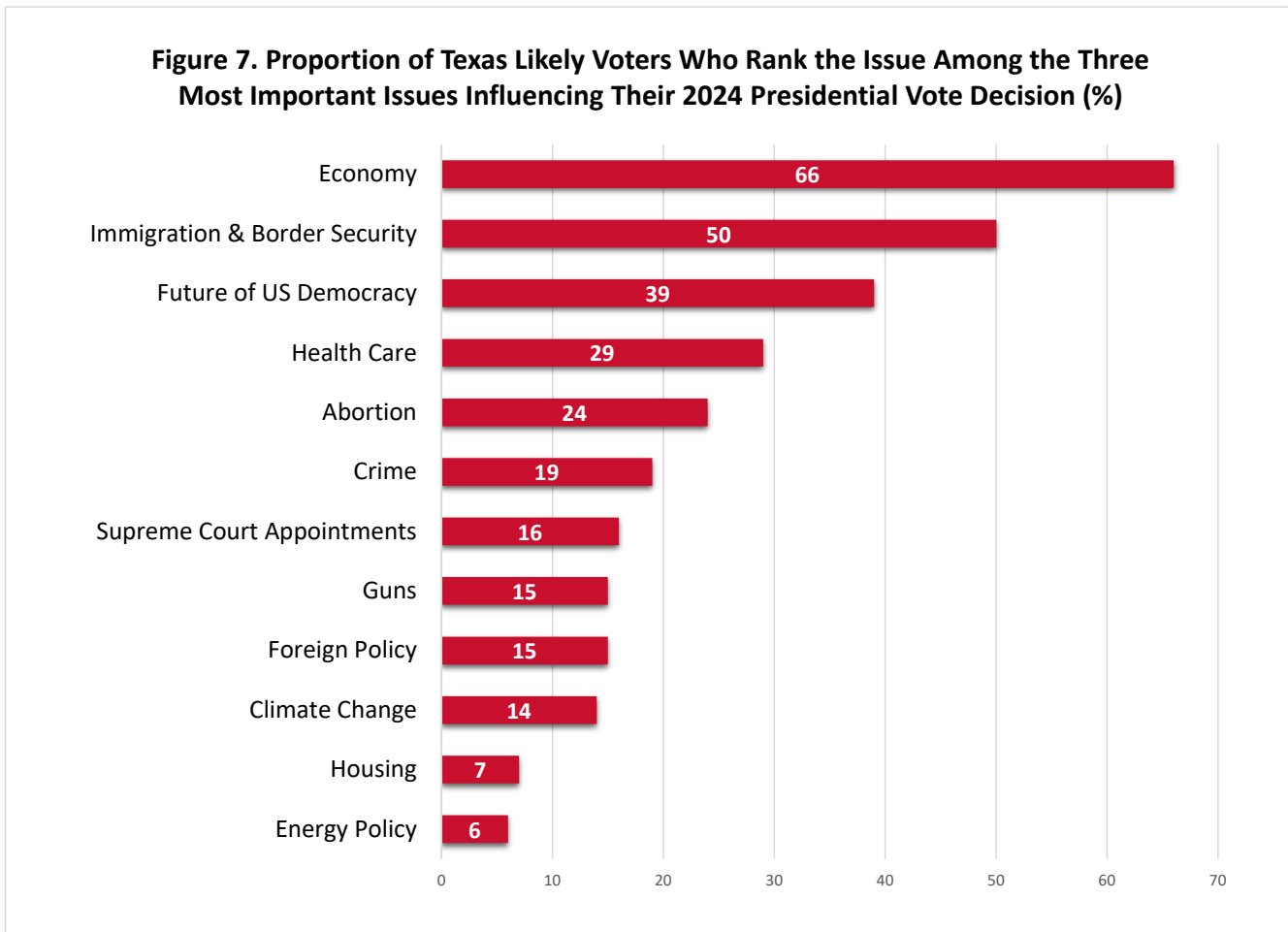
The respondents were asked to identify which of the following 12 (rotated) issues were most important, second most important and third most important to them in making their decision about for whom to vote in the 2024 presidential election: abortion, climate change, crime, the economy, energy policy, foreign policy, the future of U.S. democracy, guns, health care, housing, immigration & border security, and Supreme Court appointments.

Figure 6 provides the proportion of Texas likely voters who identified an issue as the most important issue to them in making their 2024 presidential vote decision. Of the 12 issues, three stand out, with 31% of Texas likely voters identifying the economy as the most important issue, followed by immigration & border security (22%) and the future of U.S. democracy (20%). All of the remaining nine issues are in the single digits in regard to the proportion of likely voters who list them as the issue most important to their presidential vote calculus. These nine issues range from highs of 7% (abortion), 6% (health care) and 4% (climate change) to lows of 1% (housing, energy policy), with four issues cited as the most important by 2% of these likely voters (guns, Supreme Court appointments, foreign policy, crime).



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Figure 7 provides the proportion of Texas likely voters who said each of the 12 issues was one of the three most important issues influencing their 2024 presidential vote decision. Two-thirds (66%) of likely voters say the economy is one of the three most important issues influencing their 2024 presidential vote, followed by immigration & border security (50%), the future of U.S. democracy (39%), health care (29%) and abortion (24%). Fewer than one in five likely voters list the remaining eight issues, ranging from highs of 19% (crime), 16% (Supreme Court appointments), 15% (guns, foreign policy) and 14% (climate change) to lows of 7% (housing) and 6% (energy policy).



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Tables 4 and 5 provide the proportion of all voters, Trump voters, and Harris voters who cite the issue as the most important (Table 4) or one of the three most important (Table 5) issues influencing their 2024 presidential vote.

Table 4 reveals that while substantial proportions of Trump (39%) and Harris (22%) voters report that the economy is the most important issue for them, the proportion of Trump voters is notably larger. Tied with the economy as the most important issue for Trump voters is immigration & border security (39%), an issue that is only cited by 2% of Harris voters as the most important for them. Conversely, while more than one-third (35%) of Harris voters say the future of U.S. democracy is the issue most strongly motivating their presidential vote, the same is only true for 7% of Trump voters. Finally, while 13% of Harris voters say abortion is their top issue and 8% climate change, only 2% and 1% of Trump voters say the same.

Table 4. The Most Important Issue Influencing the Presidential Vote Decision Among Trump & Harris Voters (%)

Issue	All Voters	Trump Voters	Harris Voters
Economy	31	39	22
Immigration & Border Security	22	39	2
Future of US Democracy	20	7	35
Abortion	7	2	13
Health Care	6	4	8
Climate Change	4	1	8
Crime	2	2	1
Foreign Policy	2	2	2
Supreme Court Appointments	2	1	3
Guns	2	2	3
Energy Policy	1	1	1
Housing	1	0	2

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Table 5 reinforces several of the key findings from Table 4, as well as highlights some additional notable differences in the issues motivating the 2024 vote choice of Trump and Harris voters.

Table 5. The Three Most Important Issues Influencing the Vote Decision of Trump & Harris Voters (%)

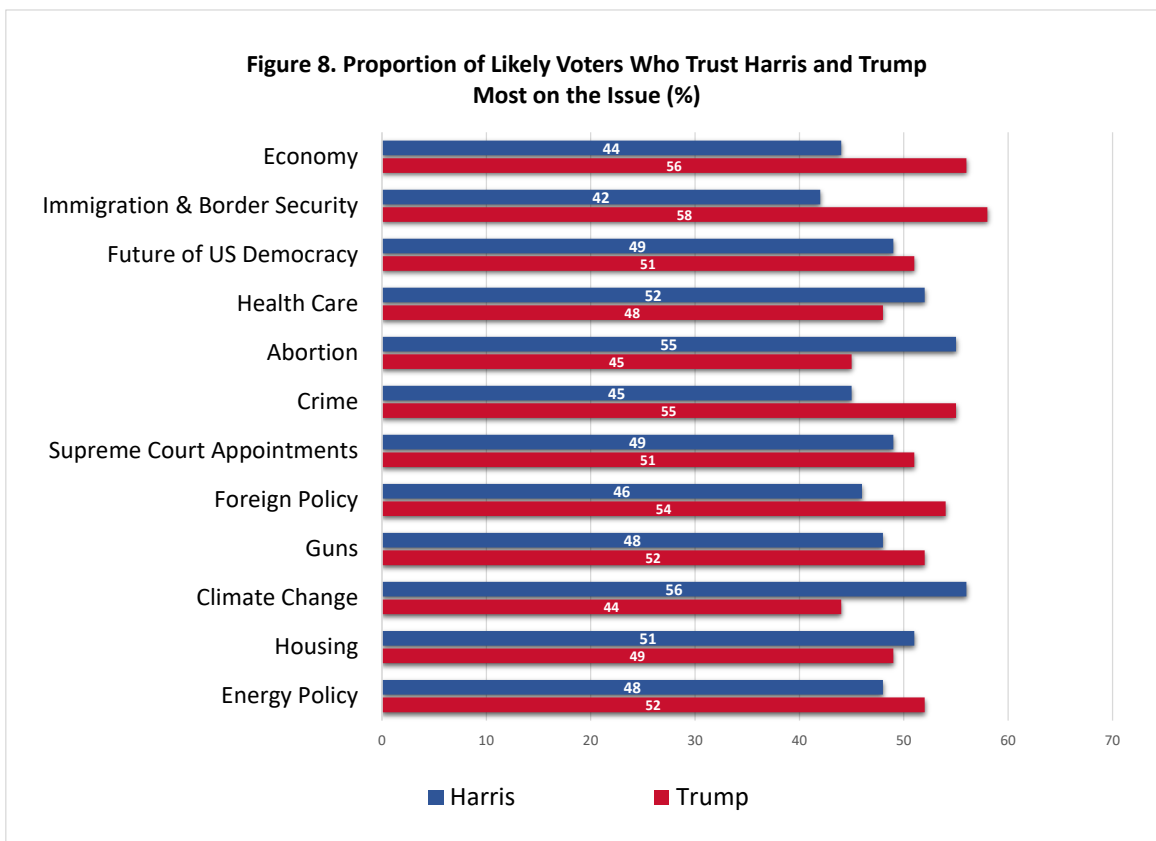
Issue	All Voters	Trump Voters	Harris Voters
Economy	66	85	46
Immigration & Border Security	50	82	16
Future of US Democracy	39	25	55
Health Care	29	19	40
Abortion	24	9	39
Crime	19	29	9
Supreme Court Appointments	16	7	26
Foreign Policy	15	17	12
Guns	15	8	22
Climate Change	14	4	24
Housing	7	5	9
Energy Policy	6	10	2

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Two issues primarily drive the presidential voting behavior of Trump voters, the economy and immigration & border security, which are cited by 85% and 82% of Trump voters as one of the three most important issues influencing their presidential vote decision. No other issues come close to the economy and immigration & border security in their importance for Trump voters, with a trio of issues in close contention for third place: crime (29%), the future of U.S. democracy (25%) and health care (19%).

The leading top three issue for Harris voters is the future of U.S. democracy, which at 55% is more than double the proportion of Trump voters (25%) who cite this issue as one of the three most important influencing their vote. The second most cited issue among the top three by Harris voters is the economy at 46% (compared to 85% for Trump voters), followed by health care at 40% (compared to 20% for Trump voters), abortion at 39% (compared to 9% for Trump voters), Supreme Court appointments at 26% (compared to 7% for Trump voters), climate change at 24% (compared to 4% for Trump voters) and guns at 22% (compared to 8% of Trump voters). In sharp contrast to the 82% of Trump voters who rank immigration & border security among their top three issues, the same is true of a mere 16% of Harris voters.

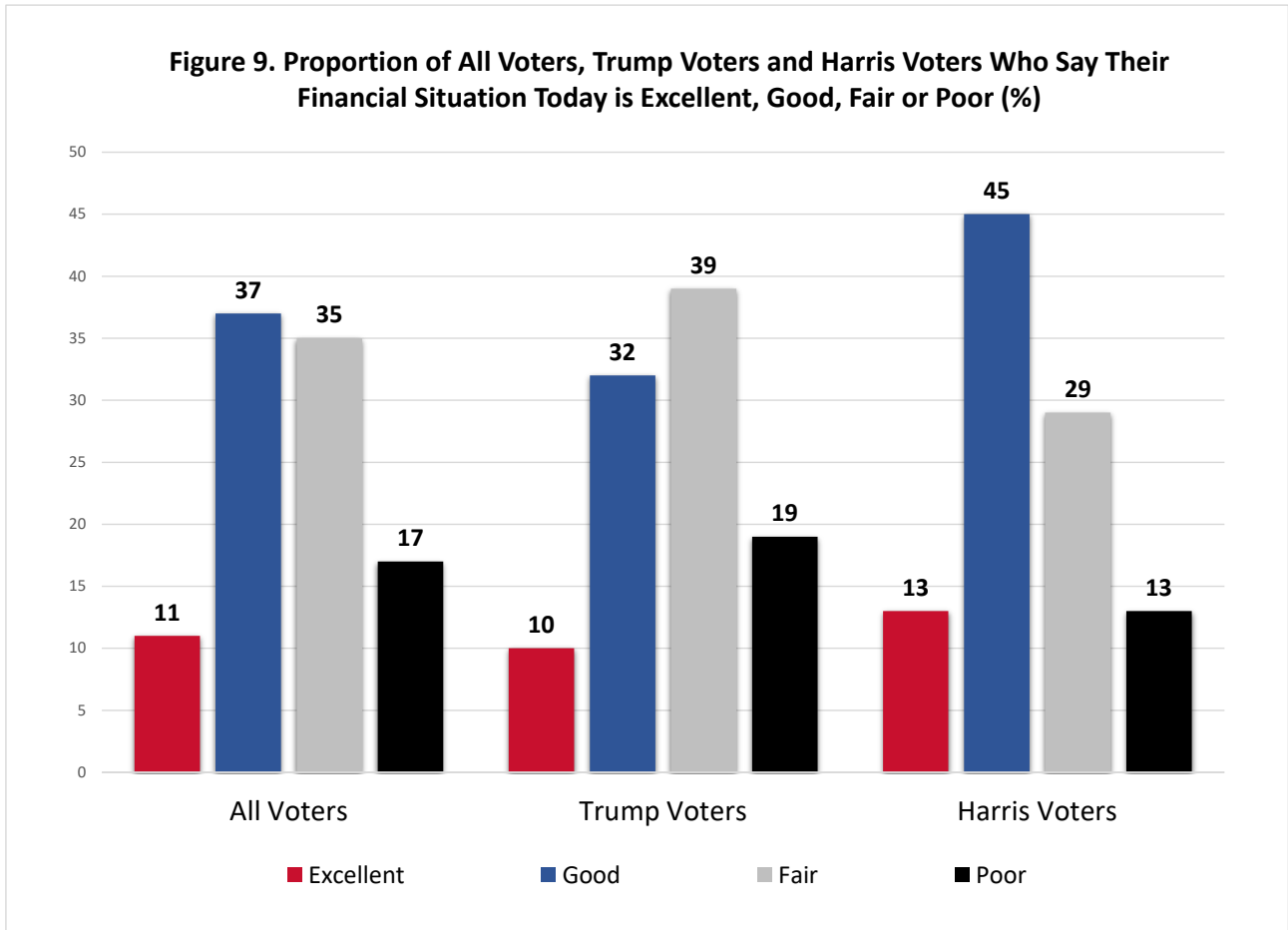
Independently of who they intend to vote for, these likely voters were presented with these same 12 issues and asked who they trusted to do a better job on each of them, Kamala Harris or Donald Trump (see Figure 8). Trump is trusted more than Harris by a significantly larger proportion of Texas likely voters on the issues of the economy (56% to 44%), immigration & border security (58% to 42%), crime (55% to 45%) and foreign policy (54% to 46%). Harris is trusted more than Trump by a significantly larger proportion of Texas likely voters on the issues of abortion (55% to 45%) and climate change (56% to 44%). The two are trusted by relatively equal proportions of likely voters on the remaining six issues.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

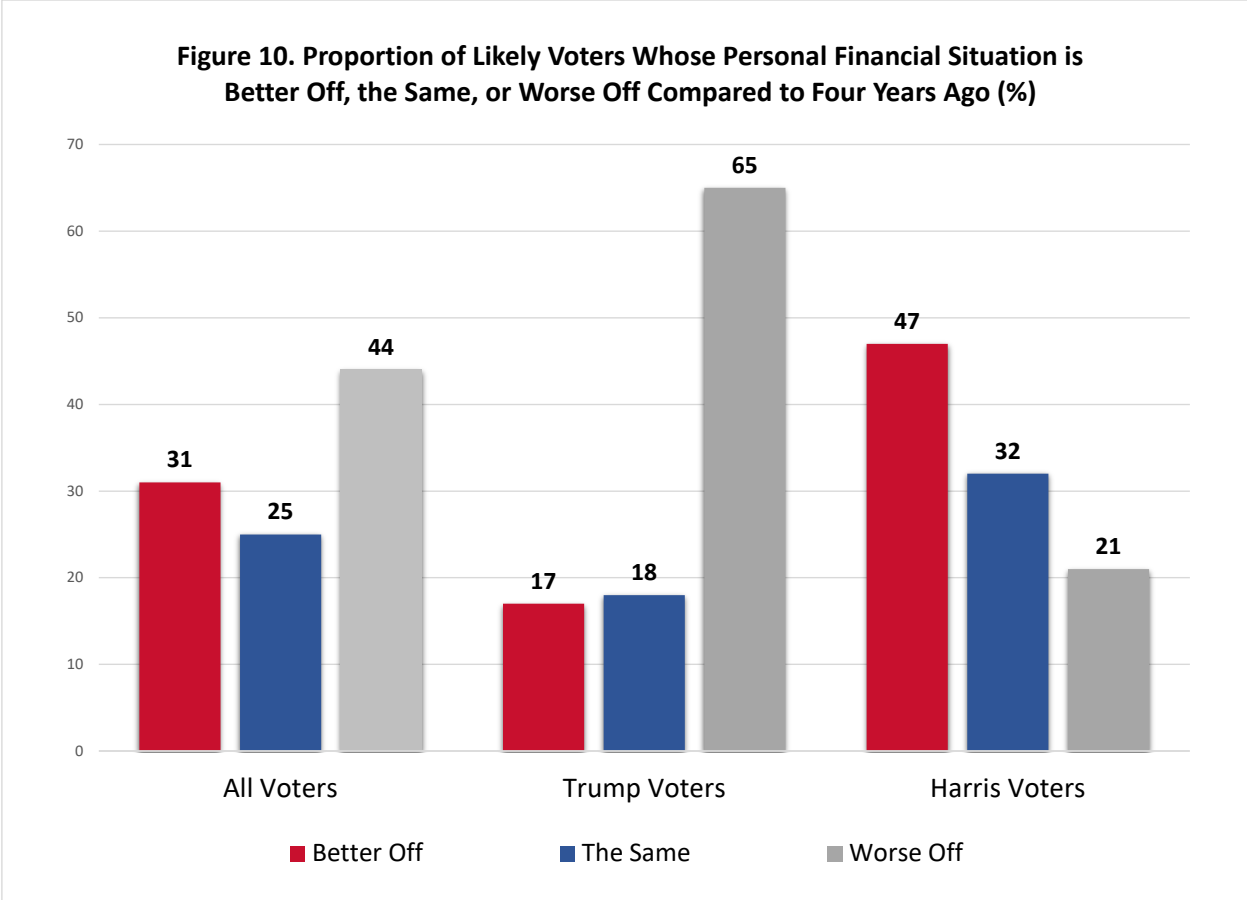
Figure 9 provides the proportion of all likely voters, of Trump voters and of Harris voters who report that their personal financial situation today is excellent, good, fair or poor. The population is evenly divided (48% to 52%) between those whose situation is excellent (11%) or good (37%) and whose situation is fair (35%) or poor (17%).

Comparable proportions of Trump (10%) and Harris (13%) voters say their financial situation today is excellent. However, significantly more Harris than Trump voters report their personal financial situation as good (45% vs. 32%), just as significantly more Trump than Harris voters report it as fair (39% vs. 29%).



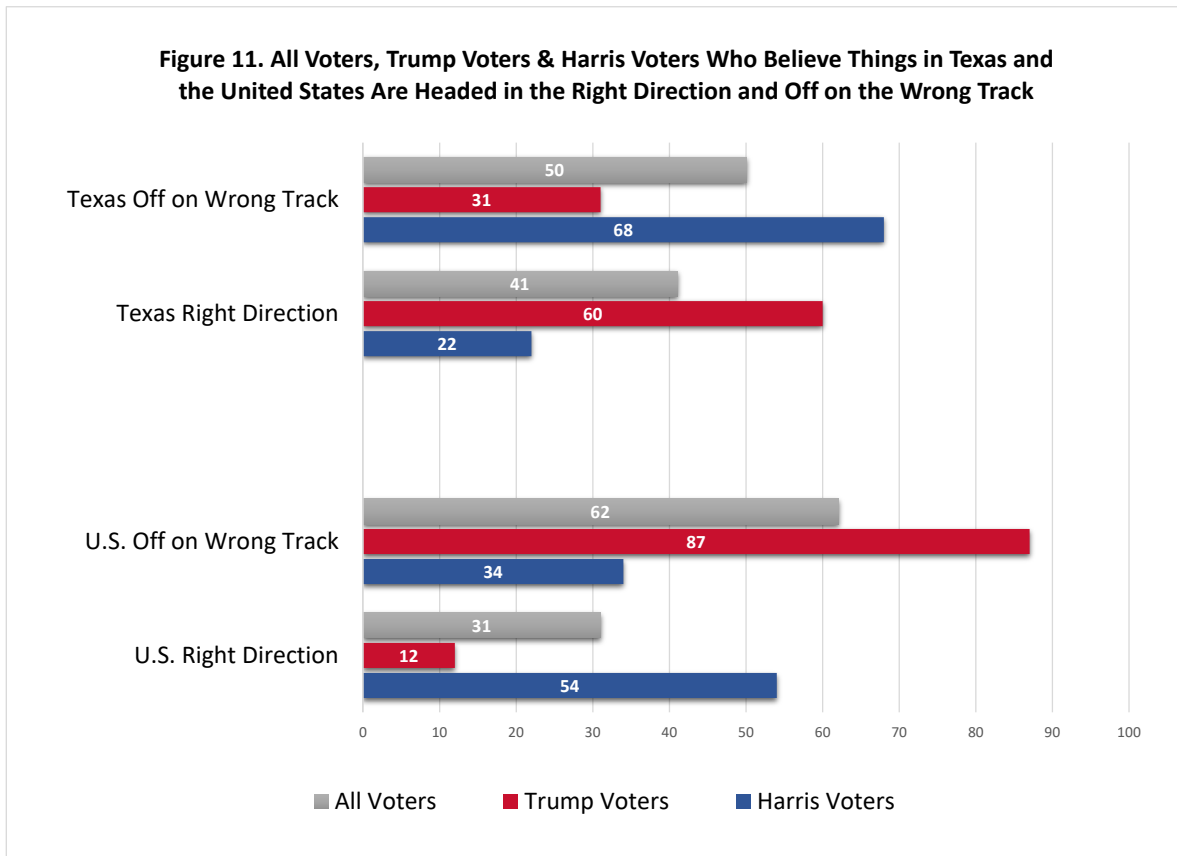
Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

The likely voters also were asked if their personal economic situation today is better off, worse off, or the same compared to four years ago. Figure 10 reveals that 31% of all likely voters say they are better off today, compared to 44% who are worse off, and 25% who report that their personal economic situation is unchanged from four years ago. The figure also underscores the sharp differences in retrospective personal economic evaluations by Trump and Harris voters, with more than three times as many Trump than Harris voters (65% to 21%) saying they are worse off today than they were four years ago, and almost three times as many Harris than Trump voters (47% to 17%) responding that they are better off today than they were four years ago.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Figure 11 provides the proportion of all voters, of Trump voters and of Harris voters who believe that things in Texas and that things in the United States are headed in the right direction or are off on the wrong track. The approximately one in ten voters who did not have an opinion either way are not included in the figure.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

A little more than two-fifths (41%) of all likely voters believe things in Texas are headed in the right direction, compared to 50% who believe things are off on the wrong track. A little less than one-third (31%) of all likely voters believe things in the United States are headed in the right direction, compared to 62% who believe things are off on the wrong track.

Harris voters (68%) are significantly more likely than Trump voters (31%) to say that things in Texas are off on the wrong track, while Trump voters (60%) are significantly more likely than Harris voters (22%) to say that things in Texas are headed in the right direction. In contrast, Trump voters (87%) are significantly more likely than Harris voters (34%) to believe that things in the United States are off on the wrong track, while Harris voters (54%) are significantly more likely than Trump voters (12%) to believe things in the United States are headed in the right direction.

Table 6 provides the proportion of likely voters who believe things in Texas and in the United States are heading in the right direction or are off on the wrong track broken down by gender, ethnicity/race, generation, education, and partisanship.

Table 6. Distribution of Likely Voters Who Believe Things in Texas and the United States Are Headed in the Right Direction or Off on the Wrong Track (%)

Socio-Demographic	Sub-Group	TX Right Direction	TX Wrong Track	US Right Direction	US Wrong Track
Gender	Women	32	57	29	63
	Men	51	42	35	61
Ethnicity/Race	White	46	46	26	68
	Latino	40	50	36	59
	Black	30	58	52	38
Generation	Silent/Boomer	47	44	24	70
	Generation X	37	56	32	64
	Millennial	41	50	34	57
	Generation Z	38	51	46	48
Education	High School	41	48	32	62
	Some College/2 Yr Degree	42	48	30	66
	4 Yr Degree/PostGrad	41	52	32	60
Partisanship	Democratic	23	68	55	34
	Independent	37	52	16	81
	Republican	61	31	12	87

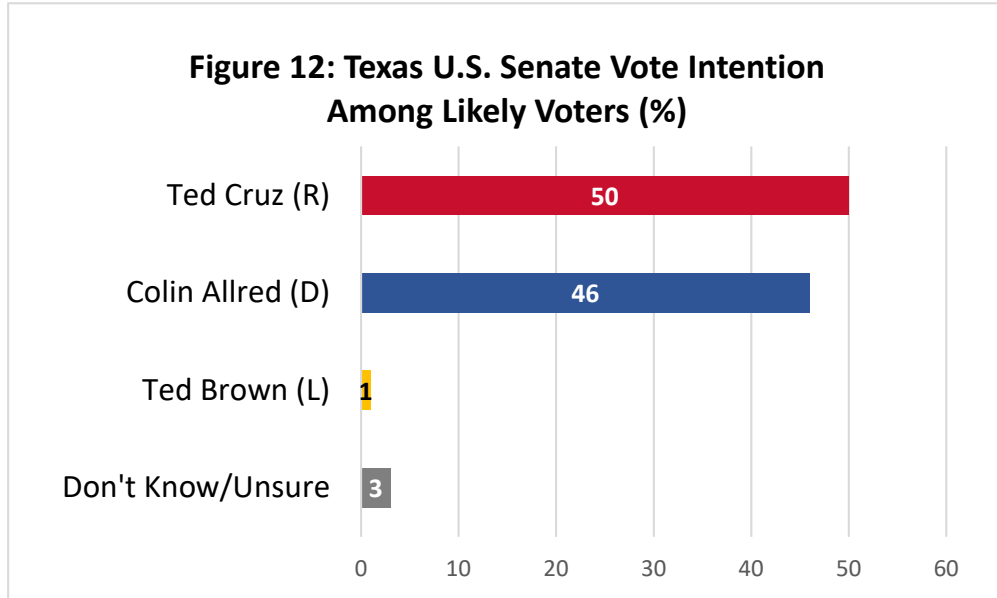
Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

In regard to Texas, the most noteworthy socio-demographic differences among likely voters are related to gender, ethnicity/race and partisanship. First, men (51%) are significantly more likely than women (32%) to believe things in Texas are headed in the right direction, while women (57%) are significantly more likely than men (42%) to believe things in Texas are off on the wrong track. Second, white likely voters (46%) are significantly more likely than Black likely voters (30%) to believe things in Texas are headed in the right direction. Third, Republican likely voters (61%) are significantly more likely than Democratic likely voters (23%) to say that things in Texas are headed in the right direction, while these Democrats (68%) are significantly more likely than these Republicans (31%) to feel that things in Texas are off on the wrong track.

When considering the United States, the most noteworthy socio-demographic differences among likely voters are related to ethnicity/race and partisanship. Black likely voters (52%) are significantly more likely than white (26%) likely voters to believe that things in the United States are headed in the right direction, while white (68%) and Latino (59%) likely voters are significantly more likely than Black likely voters (38%) to believe that things in the United States are off on the wrong track.

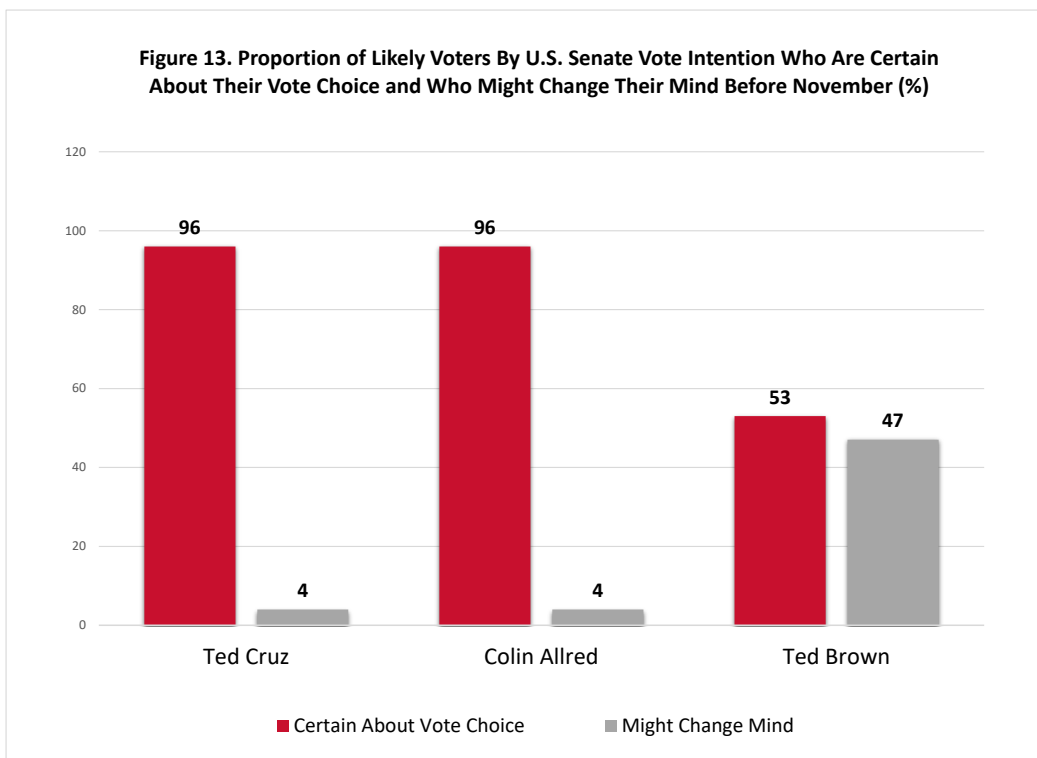
2024 U.S. SENATE VOTE INTENTION AMONG TEXAS LIKELY VOTERS

Figure 12 provides the vote intention among likely voters in the Texas U.S. Senate election. Republican Ted Cruz (50%) leads Democrat Colin Allred (46%) by four percentage points, with 1% of likely voters intending to vote for Libertarian Ted Brown and 3% undecided.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Figure 13 underscores that virtually all Cruz (96%) and Allred (96%) voters are certain about their vote choice, with only 4% of each candidate's voters saying they might change their mind between now and November 5th.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Table 7 provides the Texas U.S. Senate vote intention broken down by gender, ethnicity/race, generation, level of educational attainment, partisanship, 2024 presidential vote and 2022 Texas gubernatorial vote.

Table 7. Likely Voter Texas U.S. Senate Vote Intention Among Key Socio-Demographic Groups (%)

Socio-Demographic	Sub-Group	Cruz	Allred	Don't Know
Overall		50	46	3
Gender	Women	44	51	4
	Men	56	41	2
Ethnicity/Race	White	60	38	1
	Latino	45	48	6
	Black	16	78	3
Generation	Silent/Boomer	62	37	1
	Generation X	52	45	3
	Millennial	37	55	5
	Generation Z	36	62	2
Education	High School	59	38	3
	Some College/2 Yr Degree	49	47	3
	4 Yr Degree/PostGrad	44	52	2
Partisanship	Democratic	2	93	4
	Independent	48	42	5
	Republican	96	3	1
2024 Presidential Vote	Trump	96	2	2
	Harris	1	96	2
2022 Gubernatorial Vote	Abbott	95	4	1
	O'Rourke	3	95	1
	Did Not Vote	40	51	7

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Cruz holds a 15 percentage point lead over Allred among men (56% to 41%), while Allred holds a 7 percentage point lead over Cruz among women (51% to 44%).

Cruz enjoys a substantial 60% to 38% lead over Allred among white likely voters, while Allred enjoys an even more substantial 78% to 16% lead over Cruz among Black likely voters. Allred (48%) and Cruz (45%) are effectively tied among Latino likely voters.

Cruz is favored over Allred by members of the Silent Generation/Baby Boomer cohort (62% to 37%) and Generation X (52% to 45%). Conversely, Allred is favored over Cruz by Millennials (55% to 37%) and Generation Z (62% to 36%).

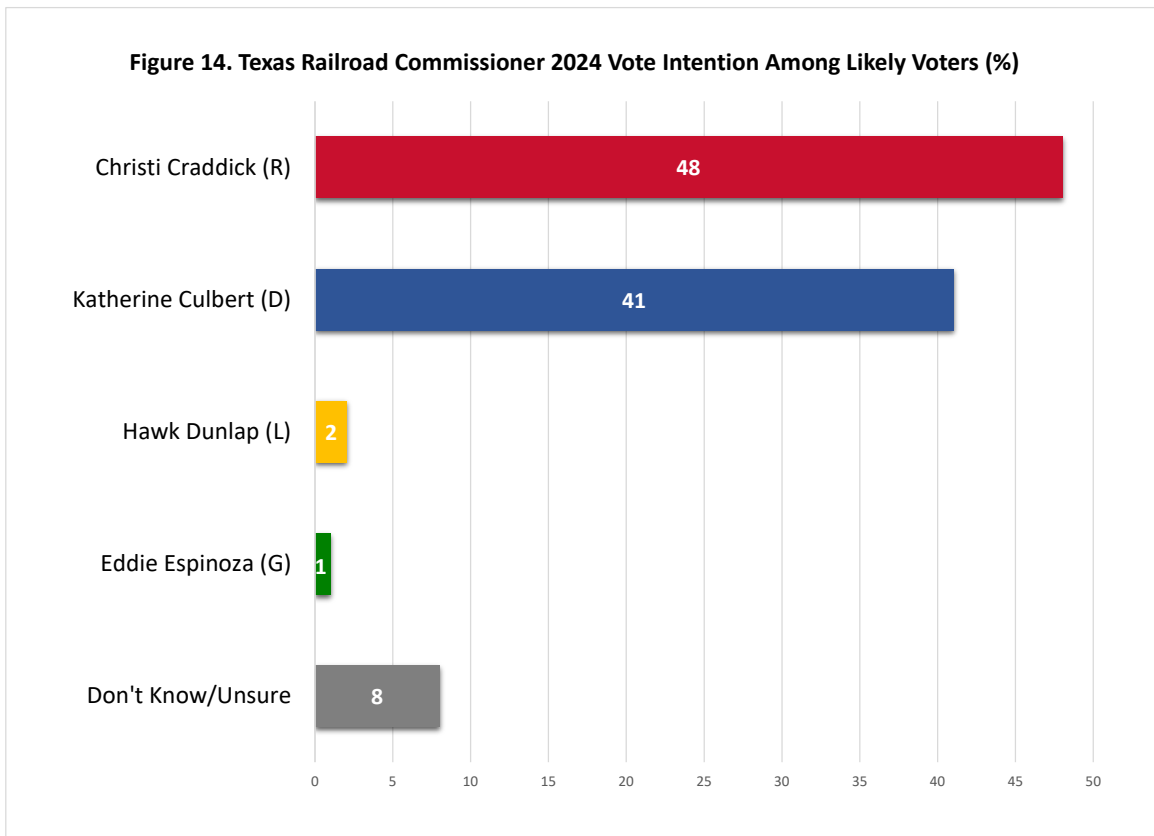
Cruz outperforms Allred 59% to 38% among likely voters whose highest level of educational attainment is a high school degree or less, while Allred outperforms Cruz 52% to 44% among likely voters whose highest level of educational attainment is a four-year or postgraduate degree. Cruz and Allred are deadlocked, 49% and 47%, among likely voters with a two-year degree or some college.

An overwhelming majority of Republicans (96%), 2024 Trump voters (96%) and 2022 Abbott voters (95%) intend to vote for Cruz, just as an overwhelming majority of Democrats (96%), 2024 Harris voters (96%) and 2022 O'Rourke voters (95%) intend to vote for Allred. Of minor note, 4% of Democrats and 1% of Republicans remain undecided in this contest.

Cruz holds a modest lead over Allred (48% to 42%) among Independents and Allred holds a modest lead over Cruz (51% to 40%) among likely voters who did not cast a ballot in the 2022 Texas gubernatorial election.

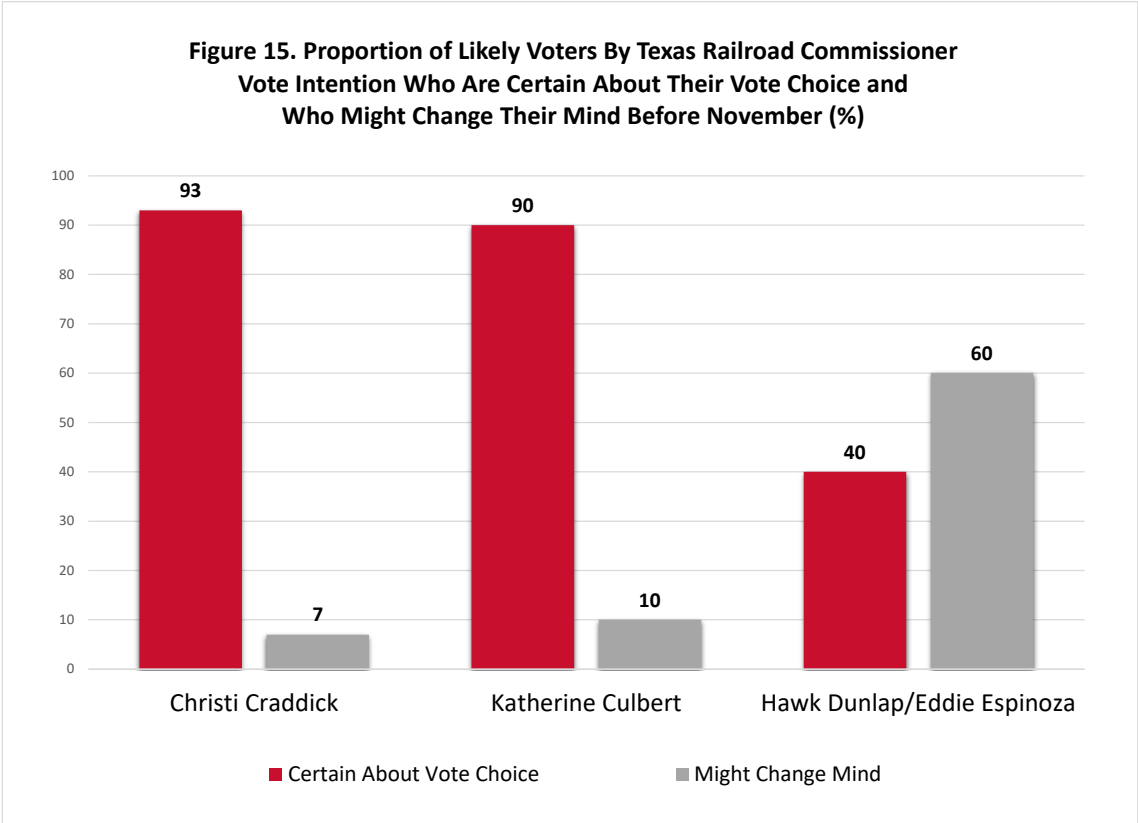
2024 TEXAS RAILROAD COMMISSIONER VOTE INTENTION AMONG TEXAS LIKELY VOTERS

Figure 14 provides the vote intention among likely voters in the 2024 Texas Railroad Commissioner election. The Texas Railroad Commission's primary function is to regulate the Texas oil, natural gas and mining industries, and the three Texas Railroad Commissioners are elected for six-year terms on a staggered cycle every two years. The two-term Republican incumbent, Christi Craddick (48%), leads Democrat Katherine Culbert (41%) by seven percentage points, with 2% of likely voters intending to vote for Libertarian Hawk Dunlap, 1% intending to vote for the Green Party's Eddie Espinoza, and 8% undecided.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Figure 15 underscores that most Craddick (93%) and Culbert (90%) voters are certain about their vote choice, with only 7% and 10% of the respective Craddick and Culbert voters saying they might change their mind about for whom they are going to vote in this contest between now and Election Day.



Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Table 8 provides the Texas Railroad Commissioner vote intention broken down by gender, ethnicity/race, generation, level of educational attainment, partisanship, 2024 presidential vote, 2024 Texas U.S. Senate vote, and 2022 Texas gubernatorial vote.

Table 8. Likely Voter Texas Railroad Commissioner Vote Intention Among Key Socio-Demographic Groups (%)

Socio-Demographic	Sub-Group	Craddick	Culbert	Don't Know
Overall		48	41	8
Gender	Women	44	44	9
	Men	52	37	7
Ethnicity/Race	White	58	33	6
	Latino	42	42	11
	Black	13	77	10
Generation	Silent/Boomer	60	31	7
	Generation X	49	40	9
	Millennial	34	50	9
	Generation Z	37	55	5
Education	High School	57	31	8
	Some College/2 Yr Degree	45	42	8
	4 Yr Degree/PostGrad	43	46	8
Partisanship	Democratic	2	87	8
	Independent	38	19	30
	Republican	94	1	3
2024 Presidential Vote	Trump	89	2	6
	Harris	3	86	8
2024 US Senate Vote	Cruz	91	1	5
	Allred	4	86	8
2022 Gubernatorial Vote	Abbott	93	1	4
	O'Rourke	3	88	7
	Did Not Vote	32	44	17

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Unlike the case in the presidential and U.S. Senate elections, where the Democratic candidate (Harris and Allred) enjoys a respective 5 and 7 percentage point lead over their Republican rival (Trump and Cruz) among women, Craddick (44%) and Culbert (44%) are tied among women likely voters. Similar to the case in the presidential and U.S. Senate races, where the GOP candidate enjoyed a 15 percentage point lead among women, Craddick also currently bests Culbert among men by a 15 point margin, 52% to 37%.

Craddick possesses a 60% to 31% lead over Culbert among white likely voters, while Culbert holds a more than five to one lead (77% to 13%) lead over Craddick among Black likely voters. Craddick (42%) and Culbert (42%) are tied among Latino likely voters. One in ten Latino (11%) and Black (10%) likely voters remain undecided in this contest.

Craddick is preferred over Culbert by members of the Silent Generation/Baby Boomer cohort (60% to 31%) and Generation X (49% to 40%). Conversely, Culbert is favored over Craddick by Millennials (50% to 34%) and Generation Z (55% to 37%).

Craddick outperforms Culbert 57% to 31% among likely voters whose highest level of educational attainment is a high school degree or less. Craddick and Culbert are however effectively deadlocked (43% vs. 46%) among those likely voters whose highest level of educational attainment is a four-year or postgraduate degree and among those likely voters whose highest level of educational attainment is a two-year degree or some college (45% vs. 42%).

Craddick is far and away the preferred candidate of Republicans (94%), 2024 Trump voters (89%), 2024 Cruz voters (91%), and 2022 Abbott voters (93%). Similarly, Culbert is far and away the preferred candidate of Democrats (87%), 2024 Harris voters (86%), 2024 Allred voters (86%), and 2022 O'Rourke voters (88%).

Craddick holds a two to one (38% to 19%) advantage among Independent voters, 30% of whom remain undecided in this race and 13% of whom intend to vote for Dunlap (8%) or Espinoza (5%). Culbert leads Craddick 44% to 32% among those 2024 likely voters who did not turn out to vote in the 2022 gubernatorial election, with nearly one in five (17%) of these likely voters still unsure about for whom they will vote in the 2024 Texas Railroad Commissioner election.

FAVORABLE AND UNFAVORABLE EVALUATIONS OF SIX HIGH PROFILE 2024 CANDIDATES

The survey respondents were asked if they had a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable evaluation of six high profile 2024 candidates. They also had the option to respond that they did not know enough about the candidate to have an opinion, one way or the other. The six candidates evaluated are the 2024 Republican Party presidential and vice presidential nominees, Donald Trump and J.D. Vance, the 2024 Democratic Party presidential and vice presidential nominees, Kamala Harris and Tim Walz, and 2024 Texas U.S. Senate candidates Republican Ted Cruz and Democratic Colin Allred.

Table 9 reveals that both Trump and Harris have relatively equal proportions of likely voters with a favorable (50% and 49%) and unfavorable (50% and 51%) evaluation of them, with Trump having a slightly higher proportion of likely voters with a very favorable opinion of him (38% to 34%).

Table 9. Favorable and Unfavorable Evaluations of Six Leading Political Figures (%)

Political Figure	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough About
Donald Trump	38	12	5	45	0
Kamala Harris	34	15	5	46	0
Ted Cruz	32	18	8	40	2
Tim Walz	31	15	8	38	8
J.D. Vance	28	19	8	39	6
Colin Allred	25	21	13	29	12

Source: University of Houston Hobby School of Public Affairs, Texas Votes 2024

Vance and Walz also have relatively equal proportions of likely voters with a favorable (47% and 46%) and unfavorable (47% and 46%) opinion of them, with Walz having a slightly higher proportion of likely voters with a very favorable opinion of him (31% to 28%).

Cruz is viewed favorably by a slightly higher proportion of likely voters than Allred (50% to 46%), but is also viewed unfavorably by a higher proportion of likely voters than Allred (48% vs. 42%). Furthermore, while Allred is viewed in a very unfavorable light by 29% of likely voters, 40% hold a very unfavorable view of Cruz.

Allred is the only one of these six candidates with a double-digit proportion of likely voters who still do not know enough about him to have an opinion (12%). All likely voters have an opinion of Trump and Harris, with the proportion of likely voters who do not know enough about Cruz (2%), Vance (6%) and Walz (8%) to have an opinion of them in the single digits.

Among the socio-demographic sub-groups examined in Table 7, the seven sub-groups with the highest proportions of likely voters who still do not know enough about Allred to have an opinion of him are as follows: likely voters who did not cast a ballot in the 2022 Texas gubernatorial election (24%), Latino likely voters (16%), likely voters whose highest level of educational attainment is a high school degree or less (16%), Independents (16%), Republicans (15%), Millennials (14%), and women (14%).

Co-Investigators

Renée Cross, Senior Executive Director & Researcher, Hobby School of Public Affairs

Mark P. Jones, James A. Baker III Institute for Public Policy's Fellow in Political Science, Rice University;
Senior Research Fellow, Hobby School of Public Affairs

Research Team

Maria P. Perez Argüelles, Research Associate, Hobby School of Public Affairs

Savannah Sipole, Research Associate, Hobby School of Public Affairs