

TEXAS 2024 PRIMARY ELECTION

Presidential Candidates



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON





**Texas Primary Election 2024
Presidential Candidates**

January 2024

The Hobby School of Public Affairs at the University of Houston conducted an online survey of Texas registered voters to assess their preferences and opinions regarding the 2024 election cycle. The survey was fielded between January 11 and January 24, 2024, in English and Spanish, with 1,500 YouGov respondents, resulting in a confidence interval of +/-2.5%. The respondents were matched to a sampling frame on gender, age, race/ethnicity, and education and are representative of the population of Texas registered voters.

This is the first of four reports. The first report examines vote intention in the March 2024 Texas Republican and Democratic presidential primaries, vote intention in the November 2024 presidential election in Texas, Texan opinions regarding the leading presidential candidates' fitness to serve due to their advanced age, and favorability evaluations of leading national political figures among Texans. The second report examines vote intention in the March 2024 Texas Democratic U.S. Senate primary election and vote intention in the November 2024 Texas U.S. Senate election. The third report explores factors influencing Texas House Republican primaries, ranging from the voting record of incumbent legislators to the endorsements of high-profile Republicans, with additional examination of the GOP Texas Court of Criminal Appeals primary elections. The fourth report analyzes public opinion regarding school choice/school vouchers and the 2023 impeachment trial of Texas Attorney General Ken Paxton.

Executive Summary

In the March 2024 Texas Republican presidential primary election, Donald Trump holds a more than 60 percentage point lead over Nikki Haley, 80% to 19%.

Haley's vote intention only surpasses 25% among three salient socio-demographic subgroups: likely GOP primary voters who identify as Independents (36%), whose highest level of educational attainment is a four-year or post-graduate degree (31%), and who are not born-again Christians (26%).

Trump's vote intention is highest among likely GOP primary voters whose highest level of educational attainment is a high school degree or less (91%) or a two-year degree or some college (87%) and who are a born-again Christian (88%) and who are Latino (86%).

40% of likely GOP primary voters report they would never vote for Haley and 13% report that they would never vote for Trump.

In the 2024 Texas Democratic presidential primary election, Joe Biden holds a more than 65 percentage point lead over Marianne Williamson, 72% to 5%, with 17% of likely voters undecided.

Only 55% of Latino likely Democratic primary voters say that if the election were held today that they would vote for Biden, compared to 78% of white and 79% of Black likely voters.

49% of likely Texas voters intend to vote for Donald Trump and 40% for Joe Biden in the presidential election, with the remainder supporting third party candidates (4%) or unsure (7%).

Trump holds a significant lead over Biden among men (53% to 38%) while the two are effectively tied among women (44% to 43%).

57% of white likely voters intend to vote for Trump and 33% for Biden.

47% of Latino likely voters intend to vote for Trump and 41% for Biden.

77% of Black likely voters intend to vote for Biden and 14% for Trump.

39% of Latino likely voters have a very favorable opinion of Trump compared to 19% who have a very favorable opinion of Biden.

48% of Latino likely voters have a very unfavorable opinion of Trump compared to 52% who have a very unfavorable opinion of Biden.

Among Latino likely voters, Trump's vote intention is highest among born-again Christians (68%), residents of rural areas or small towns (68%), and those whose highest level of educational attainment is a high school degree or less (62%).

Among Latino likely voters, Biden's vote intention is highest among residents of urban areas (57%), those whose highest level of educational attainment is a two-year degree or some college (51%), and those who are not born-again Christians (50%).

72% of registered voters believe Biden is too old to effectively serve another term.

40% of registered voters believe Trump is too old to effectively serve another term.

41% of Biden voters believe Biden is too old to effectively serve another term compared to only 8% of Trump voters who believe Trump is too old to effectively serve another term.

94% of Trump voters believe Biden is too old to effectively serve another term compared to 64% of Biden voters who believe Trump is too old to serve another term.

More than nine out of ten Trump voters support Texas Governor Greg Abbott's policies of spending \$3 billion of Texas tax dollars annually on border security (92%) and empowering Texas law enforcement to arrest undocumented immigrants (93%).

88% of Biden voters and 64% of Trump voters support legislation to require a person to be 21 years old to purchase an AR-15 style assault rifle in Texas.

70% of Trump voters support a ban on all abortions unless the mother's life is at risk, compared to only 11% of Biden voters.

78% of Biden voters support abortions for any reason through 23-24 weeks of pregnancy, compared to only 18% of Trump voters.

48% of registered voters have a favorable opinion of Donald Trump and 51% an unfavorable opinion.

39% of registered voters have a favorable opinion of Joe Biden and 59% an unfavorable opinion.

38% of registered voters have a favorable opinion of Kamala Harris and 59% an unfavorable opinion.

36% of registered voters have a favorable opinion of Nikki Haley and 50% an unfavorable opinion.

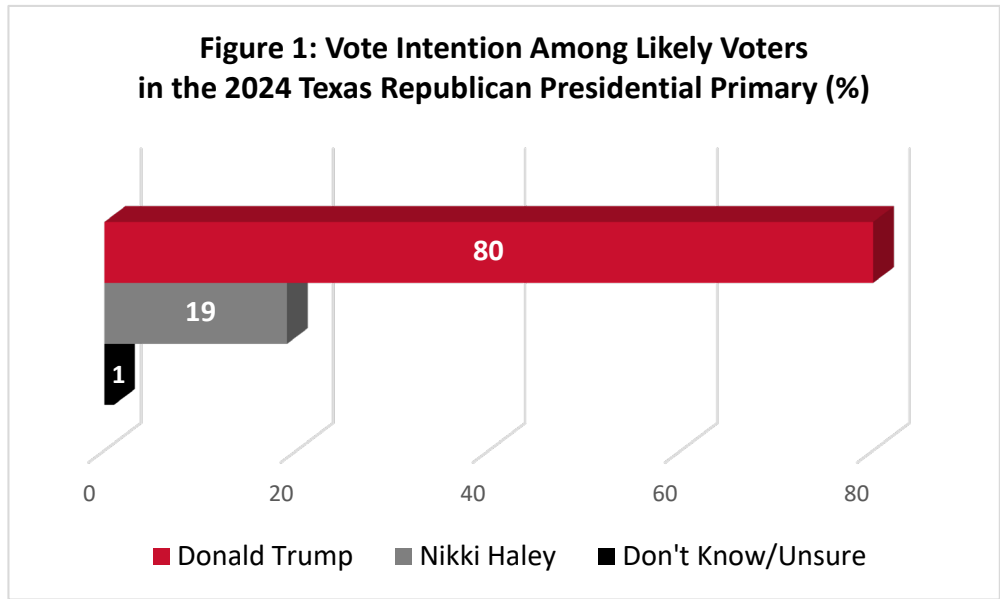
Survey Population Demographics

Whites account for 55% of this survey population of Texas registered voters, Latinos 26%, Blacks 13%, and others 6% (3% of whom are Asian American). Women account for 53% of the population and men for 47%. Regarding generations, 36% of the population belongs to the combined Silent Generation (born between 1928-1945) and Baby Boomer (1946-1964) cohort, 26% to Generation X (Gen-X, 1965-1980), 26% to the Millennial (1981-1996) generation and 12% to Generation Z (Gen-Z, 1997-2014). The highest educational attainment of 29% of the population is a high school degree or less, while 32% have either a two-year degree or have attended some college, and 39% have a four-year college degree or post-graduate degree as their highest level of educational attainment. Republicans account for 46% of the population, Democrats for 40% and Independents for 14%.

The 2024 Republican Presidential Primary

Vote intention and other Republican primary voter preferences were analyzed using two distinct populations, one of 680 cases (confidence interval of +/- 3.8%) and another of 508 cases (confidence interval of +/- 4.4%), which will be referred to respectively as the higher and lower turnout scenario populations. Most of the Republican primary analysis will focus on the lower turnout population.

Figure 1 on page 4 provides the vote intention among likely voters (in the lower turnout scenario) in the 2024 Texas Republican presidential primary election, with the choice set of candidates limited to Donald Trump and Nikki Haley. An alternative question which included the two other candidates remaining in the race who are on the Texas ballot (Ryan Binkley and David Stuckenberg) revealed a vote intention of 0.1% for Binkley and 0.0% for Stuckenberg (the four other candidates who originally filed but have dropped out, Chris Christie, Ron DeSantis, Asa Hutchinson and Vivek Ramaswamy, remain on the March 5 ballot).



Four out of five (80%) likely Republican primary voters intend to vote for Trump in the March primary election compared to 19% who intend to vote for Haley, with 1% unsure of how they plan to vote. These percentages are nearly identical to those under the higher turnout scenario (Trump 79%, Haley 19%, unsure 2%).

Table 1 provides the vote intention for Trump and Haley across six socio-demographic group categories: gender, ethnicity/race, generation, education, religion, and partisan ID.

Table 1. Socio-Demographic Groups and Vote Intention in the Republican Primary (%)

Socio-Demographic	Sub-Group	Trump	Haley
Gender	Women	81	17
	Men	79	20
Ethnicity/Race	White	79	20
	Latino	86	13
Generation	Silent/Boomer	83	16
	Gen-X	74	24
	Millennial/Gen-Z	79	19
Education	High School or Less	91	9
	2-Yr Degree/Some College	87	10
	4-Yr Degree/Post-Grad	67	31
Religion	Born-Again Christian	88	12
	Non Born-Again Christian	71	26
Partisan ID	Republican	84	14
	Independent	64	36
Overall		80	19

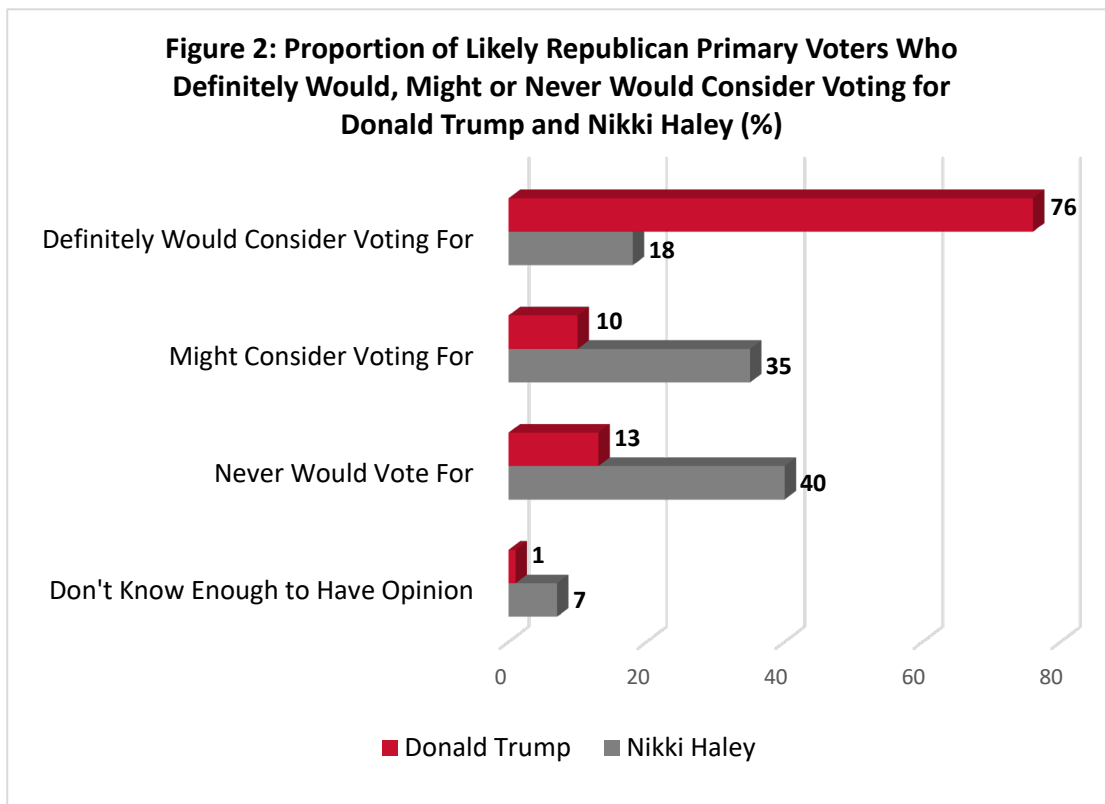
There are not any noteworthy gender, ethnicity/race or generational differences in vote intention for Trump and Haley. There do however exist three salient differences related to the voter’s level of educational attainment, religion, and partisanship.

First, Republican primary voters whose highest level of educational attainment is a four-year or post-graduate degree are significantly more likely to intend to vote for Haley (31% vs. 10% and 9%) and significantly less likely to intend to vote for Trump (67% vs. 87% and 91%), respectively, than those whose highest level of educational attainment is a two-year degree or some college or a high school degree or less.

Second, Republican primary voters who are born-again Christians are significantly more likely to intend to vote for Trump than are Republican primary voters who are not born-again Christians, 88% to 71%.

Third, Republican primary voters who identify as Republican are significantly more likely than those who identify as Independent to intend to vote for Trump (84% to 64%) and significantly less likely to intend to vote for Haley (14% vs. 36%).

Figure 2 provides the proportion of likely Republican primary voters (in the lower turnout scenario) who indicated that (independent of who else is running) they definitely would consider voting for, might consider voting for, or never would vote for Trump and Haley, along with the proportion who indicated that they did not know enough about the candidate to say if they would consider voting for them or not.



Three out of four (76%) likely Republican primary voters would definitely consider voting for Trump while another 10% said they might consider voting for Trump, with 13% indicating they would never vote for Trump. In sharp contrast, only one out of five (18%) Republican primary voters indicated they definitely would consider voting for Haley, with another 35% saying they might consider voting for Haley. Two-fifths (40%) of Republican primary voters indicated they would never vote for Haley, while 7% did not know enough about Haley to have an opinion one way or the other (compared to 1% for Trump).

The 2024 Democratic Presidential Primary

Vote intention and other Democratic primary voter preferences were analyzed using two distinct populations, one of 534 cases (confidence interval of +/- 4.2%) and another of 372 (confidence interval of +/- 5.1%), which moving forward will be referred to respectively as the higher and lower turnout scenario populations. Most of the Democratic primary analysis will focus on the lower turnout population.

Figure 3 provides the vote intention of likely voters in the 2024 Texas Democratic presidential primary election (in the lower turnout scenario). More than two-thirds (72%) of likely voters intend to vote for Joe Biden, with all of the remaining candidates registering a vote intention in the single digits: Marianne Williamson (5%), Cenk Uygur (3%), Dean Phillips (1%), and the remaining four candidates on the ballot who all register a vote intention of less than 1% (17% answered that they were unsure). These results are comparable to those among the higher turnout population, where though Biden's vote intention is lower (62%) and the unsure proportion is higher (25%), with Williamson (5%), Uygur (2%) and Phillips (3%) having a vote intention similar to that among the lower turnout population.

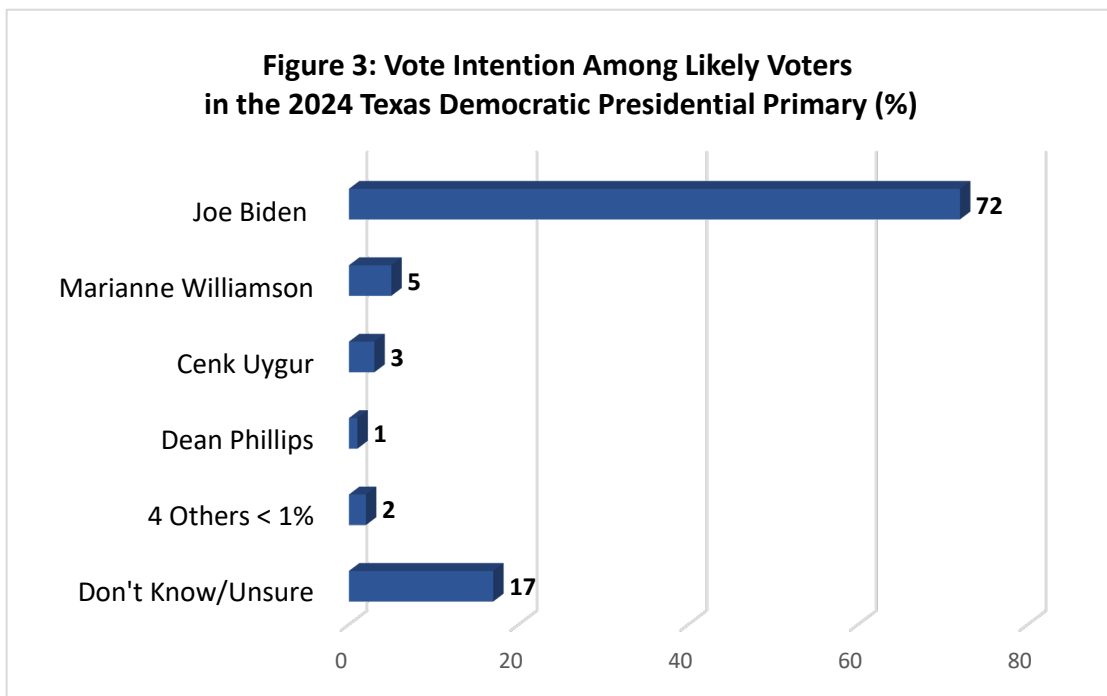


Table 2 provides the vote intention for Biden and a combined category of all other votes (17% unsure and 11% for other candidates) across four socio-demographic group categories: gender, ethnicity/race, generation, and education.

Table 2. Socio-Demographic Groups and Vote Intention in the Democratic Primary (%)

Socio-Demographic	Sub-Group	Biden	All Others/Unsure
Gender	Women	72	28
	Men	72	28
Ethnicity/Race	White	78	22
	Latino	55	45
	Black	79	21
Generation	Silent/Boomer	78	22
	Gen-X	74	26
	Millennial/Gen-Z	61	39
Education	High School or Less	66	34
	2-Yr Degree/Some College	71	29
	4-Yr Degree/Post-Grad	76	24
Overall		72	28

The most noteworthy difference between the proportions for Biden and the catch-all category is in the area of race and ethnicity. Latino Democratic primary voters (55%) are significantly less likely to intend to vote for Biden than are white (78%) and Black (79%) Democratic primary voters.

Table 3 provides the proportion of Democratic primary voters (higher turnout population scenario) with a very favorable, somewhat favorable, somewhat unfavorable and very unfavorable evaluation of President Joe Biden along with three other potential future Democratic presidential candidates: Vice President Kamala Harris, California Governor Gavin Newsom, and Michigan Governor Gretchen Whitmer. Also included is the proportion of Democratic primary voters who did not know enough about the political figure to have an opinion.

Table 3. Favorable and Unfavorable Evaluations of President Biden and Three Alternative Democratic Presidential Candidates Among Democratic Primary Voters (%)

Candidates	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough
Joe Biden	50	32	10	6	2
Kamala Harris	44	34	14	5	3
Gavin Newsom	29	29	9	7	26
Gretchen Whitmer	25	19	8	6	42

One-half (50%) of Democratic primary voters view Biden very favorably while one-third (32%) view Biden somewhat favorably. Only 16% of Democratic primary voters have an unfavorable opinion of Biden (10% somewhat unfavorable and 6% very unfavorable). Harris is viewed very favorably by 44% and somewhat favorably by 34% of Democratic primary voters, with 19% holding an unfavorable opinion of Harris (14% somewhat unfavorable and 5% very unfavorable).

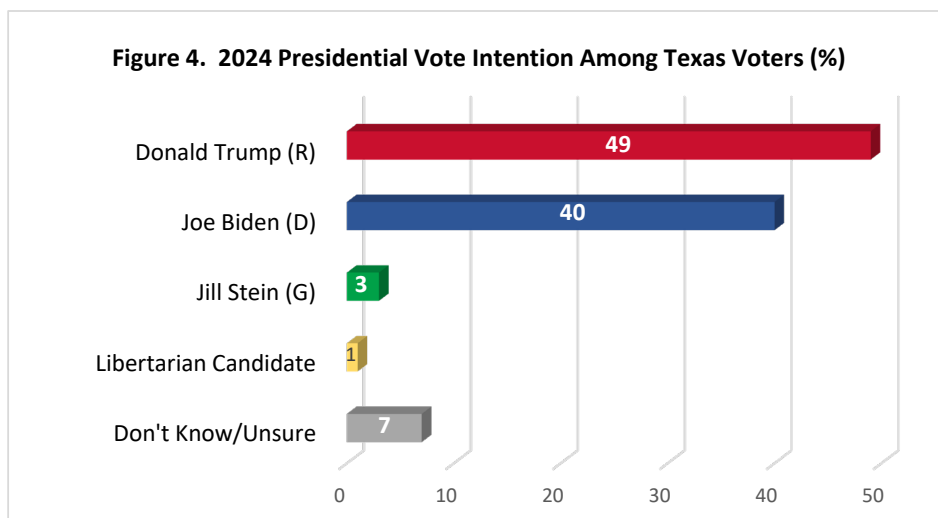
One-fourth (26%) and two-fifths (42%) of Democratic primary voters, respectively, do not know enough about Newsom or Whitmer to have an opinion of them. Among those who do, 58% hold a favorable opinion of Newsom (29% very favorable and 29% somewhat favorable) and 44% hold a favorable opinion of Whitmer (25% very favorable and 19% somewhat favorable). Comparable proportions of Democratic primary voters have an unfavorable opinion of Newsom (16%) and Whitmer (14%).

The November 2024 Presidential Election

This section examines the vote intention and preferences of likely voters, focusing primarily on the 1,145 (confidence interval of +/- 2.9%) Texas registered voters who are expected to turn out to vote in November 2024.

At present, only four candidates are assured a place on the statewide Texas November 2024 ballot, those of the Republican Party, Democratic Party, Libertarian Party, and Green Party. While it is possible that an additional candidate could join these four, at the present time it is unlikely due to the cost and logistical challenges associated with obtaining ballot access in the Lone Star State (i.e., obtain 113,151 valid signatures from Texas registered voters who did not vote in either the 2024 Democratic or Republican primaries).

Figure 4 contains the vote intention among likely voters for the three candidates who are widely expected to be the standard bearers for their respective parties in November of 2024: the Republican Party's Donald Trump, the Democratic Party's Joe Biden, and the Green Party's Jill Stein. At the present time it is unclear who the Libertarian Party's nominee will be, and therefore respondents were randomly provided with the name of one of five potential Libertarian presidential candidates: Jacob Hornberger, Chase Oliver, Lars Mapstead, Joshua Smith, or Mike ter Maat.



Trump holds a nine-percentage point lead over Biden, 49% to 40%, with Stein registering a vote intention of 3% and the Libertarian candidate 1%, with 7% unsure of how they would vote if the presidential election were held today.

Table 4 provides the vote intention for Trump and Biden across five socio-demographic group categories: gender, ethnicity/race, generation, education, and partisan ID.

Table 4: Socio-Demographic Groups and 2024 Presidential Vote Intention (%)

Socio-Demographic	Sub-Group	Trump	Biden
Gender	Women	44	43
	Men	53	38
Ethnicity/Race	White	57	33
	Latino	47	41
	Black	14	77
Generation	Silent/Boomer	52	39
	Gen-X	46	41
	Millennial	49	38
	Generation Z	40	44
Education	High School or Less	59	33
	2-Yr Degree/Some College	49	40
	4-Yr Degree/Post-Grad	42	45
Partisan ID	Democratic	2	90
	Independent	47	27
	Republican	86	4
Overall		49	40

Trump’s vote intention among men (53%) is significantly greater than that among women (44%), with Trump holding a substantial lead over Biden among men (53% vs. 38%) but effectively tied among women (44% vs. 43%).

Trump holds a substantial advantage over Biden in vote intention among white likely voters (57% vs. 33%) while Biden holds an even more substantial five to one advantage over Trump among Black likely voters (77% vs. 14%). The two candidates are effectively deadlocked among Latino likely voters, 47% of whom intend to vote for Trump and 41% for Biden.

One-third (32%) of white likely voters have a favorable evaluation of Biden (17% very favorable) while two-thirds (67%) have an unfavorable opinion of Biden (62% very unfavorable). In contrast, 55% of white likely voters have a favorable opinion of Trump (40% very favorable) while 44% have an unfavorable opinion (37% very unfavorable).

A little more than one-third (36%) of Latino likely voters have a favorable opinion of Biden (19% very favorable) while a little less than two-thirds (64%) have an unfavorable opinion of Biden (52% very unfavorable). Almost half (47%) of Latino likely voters have a favorable opinion of Trump (39% very favorable) while a little more than half (52%) have an unfavorable opinion of Trump (48% very unfavorable).

Three-fourths (74%) of Black likely voters have a favorable opinion of Biden (54% very favorable) while 17% have an unfavorable opinion of Biden (9% very unfavorable). Fewer than one in five (17%) Black likely voters have a favorable opinion of Trump (12% very favorable), while almost four-fifths (78%) have an unfavorable opinion of Trump (75% very unfavorable).

With one principal exception, generational differences in vote intention between the two candidates are relatively modest, with Biden enjoying a narrow advantage over Trump among the members of Generation Z (44% vs. 40%) and Trump enjoying a narrow advantage over Biden among Gen-Xers (46% vs. 41%) and a more robust advantage among Millennials (49% vs. 38%). The most noteworthy generational difference occurs in the combined Silent Generation/Baby Boomer cohort, among which Trump leads Biden 52% to 39%.

Trump holds a substantial lead in vote intention over Biden among likely voters whose highest level of educational attainment is a high school degree or less (59% vs. 33%) and a more modest lead among those whose highest level of educational attainment is a two-year degree or some college (49% vs. 40%). In contrast, Biden enjoys a narrow advantage over Trump among those likely voters whose highest level of educational attainment is a four-year degree or post-graduate degree (45% vs. 42%).

Trump holds a gargantuan lead in vote intention among likely voters who identify as Republican (86% vs. 4%), just as Biden holds a gargantuan lead in vote intention among likely voters who identify as Democrat (90% vs. 2%). Trump holds a substantial lead among Independents (47% vs. 27%), a significant proportion of whom (16%) remain unsure about for whom they would vote if the presidential election were held today.

Table 4 underscored the relatively equal split in presidential vote intention among Latinos. To better understand the Latino vote, Table 5 on the next page provides the vote intention for Trump and Biden among Latino likely voters across six socio-demographic group categories: gender, generation, education, religion, region, and partisan ID.

Table 5: Socio-Demographic Groups and Latino 2024 Presidential Vote Intention (%)

Socio-Demographic	Sub-Group	Trump	Biden
Gender	Women	40	44
	Men	55	40
Generation	Silent/Boomer	57	39
	Gen-X	47	41
	Millennial/Gen-Z	40	43
Education	High School or Less	62	30
	2-Yr Degree/Some College	37	51
	4-Yr Degree/Post-Grad	37	46
Religion	Born-Again	68	19
	Not Born-Again	39	50
Residence	Urban	32	57
	Suburban	50	35
	Rural/Town	68	26
Partisan ID	Democratic	4	85
	Independent	53	27
	Republican	89	2
Overall		47	41

Trump holds a notable advantage over Biden among Latino men (55% vs. 40%) while Biden holds a narrow lead over Trump among Latino women (44% vs. 40%).

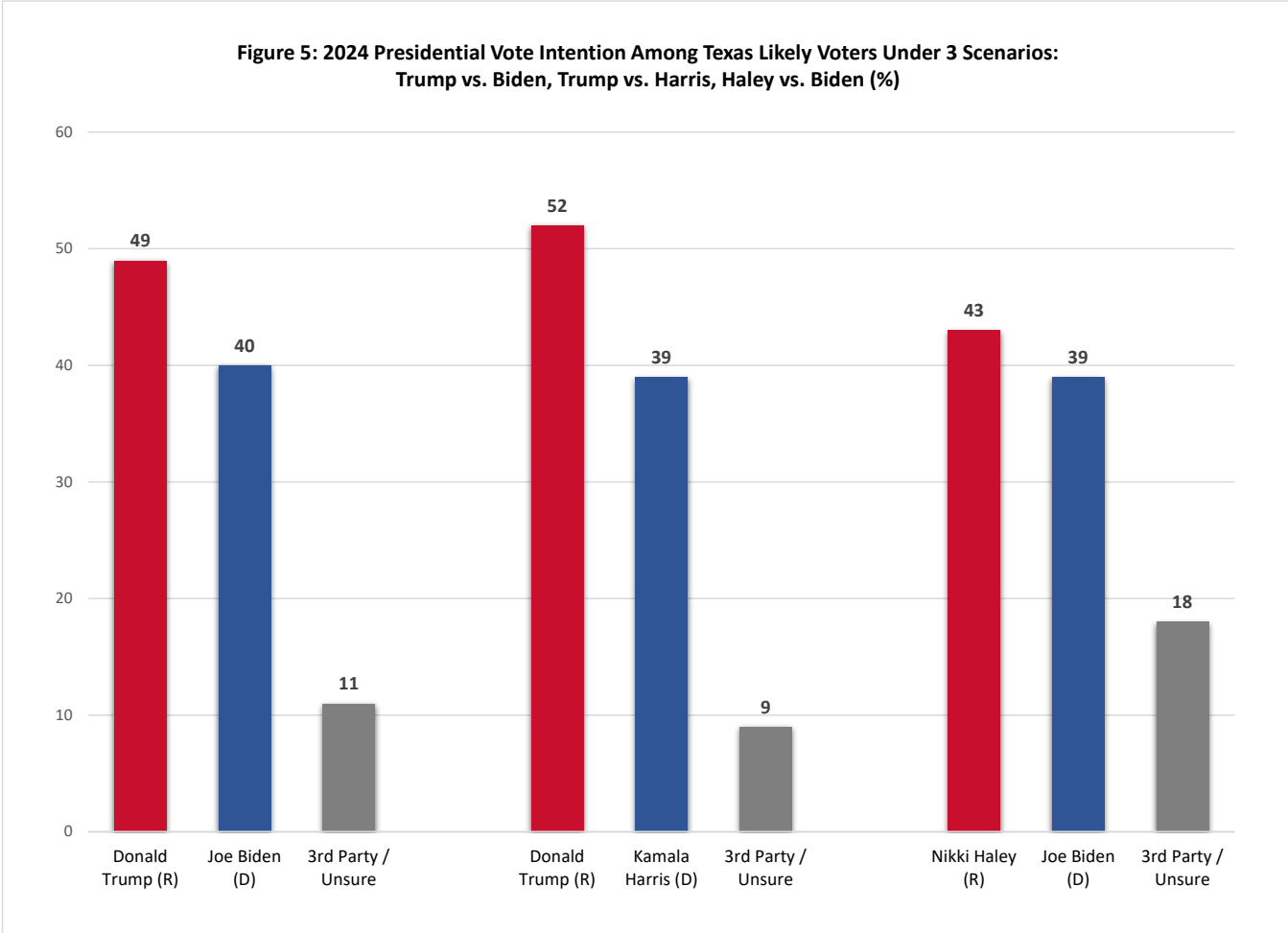
Trump holds a notable advantage over Biden among Latino members of the Silent Generation/Baby Boomer cohort (57% vs. 39%), while the two have relatively equal support among Latinos belonging to the other two generational cohorts.

Trump’s vote intention among Latinos whose highest level of educational attainment is a high school degree or less is significantly greater than that of Biden (62% vs. 30%). In contrast, Biden has a higher vote intention among Latinos whose highest level of educational attainment is a two-year degree or some college (51% vs. 37%) and a four-year degree or post-graduate degree (46% vs. 37%).

Among Latinos who are born-again Christians, Trump holds a more than three-to-one 68% to 19% lead over Biden in vote intention, while Biden leads Trump 50% to 39% among Latinos who are not born-again Christians.

Biden holds a significant advantage in vote intention over Trump (57% vs. 32%) among Latinos who report that they live in an urban area. In contrast, Trump holds an advantage in vote intention among Latinos who report they live in a suburban area (50% vs. 35%) and a significant advantage among Latinos who report that they live in a town or rural area (68% vs. 26%).

Figure 5 provides the vote intention for Trump and Biden similar to that in Figure 4 (Trump 49% and Biden 40%) as well as the presidential vote intention under two alternative scenarios, one where Kamala Harris replaces Biden as the Democratic nominee and one where Nikki Haley replaces Trump as the Republican nominee. In the former case, Trump bests Harris by a 13-percentage point margin (52% vs. 39%), which is four percentage points greater than Trump’s nine-point margin over Biden. In the latter case, Haley bests Biden by a four-percentage point margin (43% vs. 39%), which is five percentage points less than Trump’s nine-point margin over Biden.



Likely voters were queried on whether they believed that Joe Biden and Donald Trump are each too old to effectively serve another four-year term as president. Figure 6 reveals that 72% of Texas likely voters believe Biden is too old to effectively serve another four-year term as president compared to 40% who believe that Trump is too old to effectively serve another four-year term as president. Conversely, 53% of likely voters say that Trump is not too old to serve another term, compared to only 22% who hold this opinion vis-à-vis Biden.

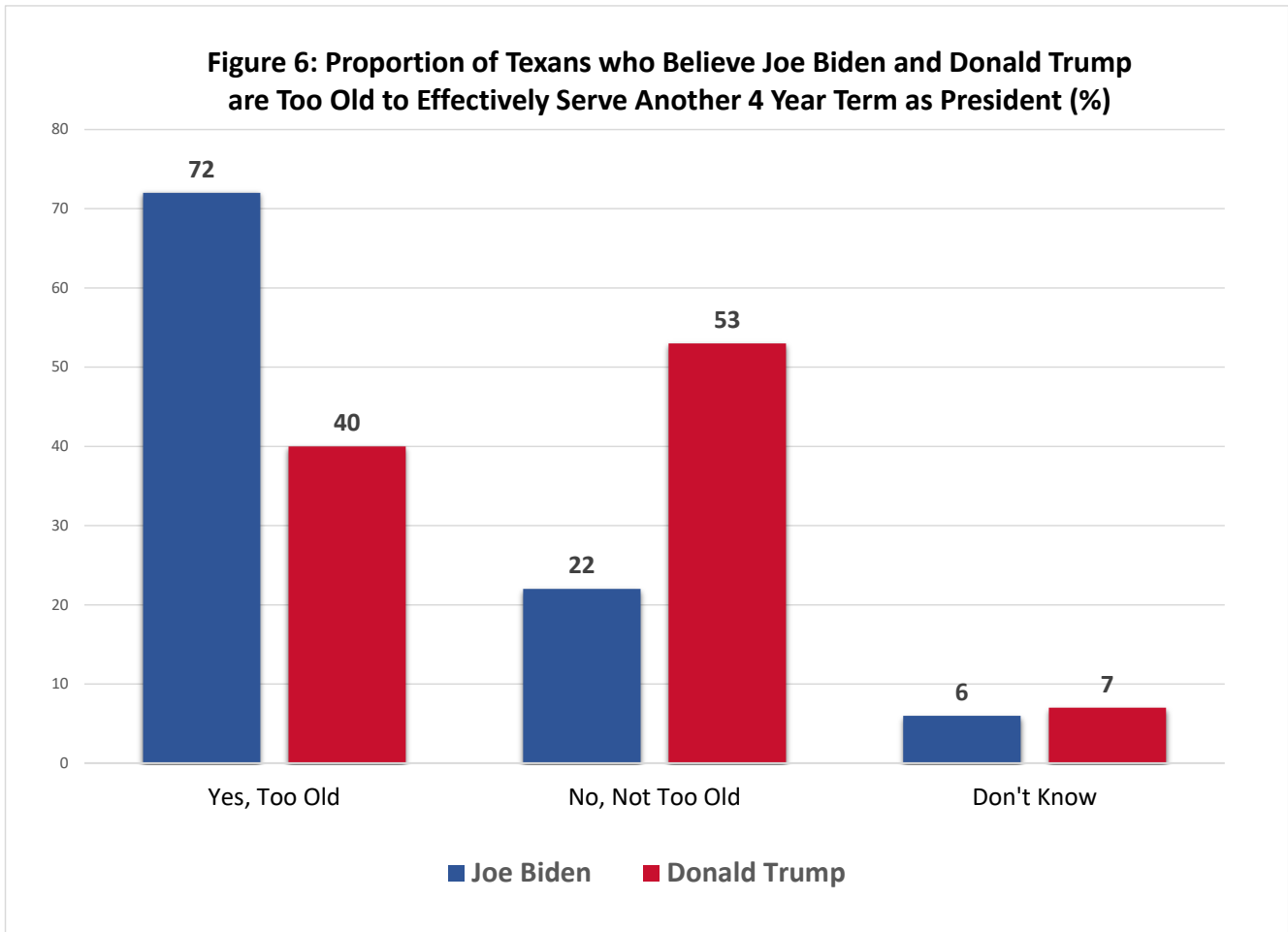


Table 6 provides the proportion of likely voters who intend to vote for Trump, who intend to vote for Biden and who are unsure about their vote who believe that Biden is or is not too old to effectively serve another term and who believe that Trump is or is not too old to effectively serve another term.

Table 6: The Age Factor and 2024 Presidential Vote Intention Among Likely Voters (%)

Position on Biden/Trump	Trump Voters	Biden Voters	Unsure Voters
Biden Too Old	94	41	76
Biden Not Too Old	5	49	13
Trump Too Old	8	64	58
Trump Not Too Old	89	26	31

Virtually all Trump voters (94%) believe Biden is too old to effectively serve another term in office, compared to 5% who believe Biden is not too old. Biden voters are relatively equally divided between those who believe Biden is too old (41%) and not too old (49%) to serve another four years.

Virtually all Trump voters (89%) believe Trump is not too old to effectively serve another term in office, compared to 8% who believe he is too old. Almost two-thirds (64%) of Biden voters believe Trump is too old to serve another term, but slightly more than one-fourth (26%) are of the opinion that Trump is not too old (five times the proportion of Trump voters who believe Biden is not too old to serve again).

The respondents were also asked to what extent they support (strongly or somewhat) or oppose (strongly or somewhat) eight policies being implemented in Texas in the areas of abortion, gun control, immigration, and school vouchers. They also had the option of answering “don’t know”.

- Banning all abortions unless the mother’s life is at risk.
- Permitting all abortions for any reason through 23-24 weeks of pregnancy.
- Requiring a person to be 21 to purchase an AR-15 style assault rifle.
- Allowing a judge to confiscate the firearms of a person deemed to be a potential threat to themselves or others.
- Spending \$3 billion in Texas tax dollars annually in support of state border security efforts.
- Empowering Texas law enforcement officers to arrest undocumented immigrants for a state crime of illegal immigration.
- Providing tax-funded school vouchers to low-income parents that can be used to send their children to a private school.
- Providing tax-funded school vouchers to all parents that can be used to send their children to a private school.

Table 7 provides the proportion of Trump and Biden voters who support each one of these eight policies.

Table 7: Support for Eight Policies in Texas by Trump Voters and by Biden Voters (%)

Policy	Trump Voters	Biden Voters
Ban all abortions unless mother's life at risk	70 (45)	11 (6)
Permit all abortions for any reason through 23-24 weeks	18 (8)	78 (53)
Must be 21 to purchase an AR-15 style assault rifle	64 (41)	88 (78)
Allow judge to confiscate firearms if person a threat to self/others	49 (26)	96 (86)
Spend \$3 billion in Texas tax dollars annually on border security	92 (72)	27 (10)
Empower Texas law enforcement to arrest undocumented immigrants	93 (86)	23 (11)
Provide tax-funded school vouchers to low-income parents	44 (28)	31 (14)
Provide tax-funded school vouchers to all	64 (36)	22 (9)

Proportion strongly in support in parentheses.

While 70% of Trump voters support a ban on all abortions unless the mother’s life is at risk, the same is true for only 11% of Biden voters. Conversely, while 78% of Biden voters support abortions being permitted for any reason through 23-24 weeks of pregnancy, the same is true for only 18% of Trump voters.

A majority of both Biden (88%) and Trump (64%) voters support a requirement that a person must be 21 years of age to purchase an AR-15 style assault rifle. Virtually all Biden voters (96%) support a policy under which judges would be able to confiscate the firearms of a person deemed to be a potential threat to themselves or others, a position that is shared by one-half (49%) of Trump voters.

Virtually all Trump voters support both Texas spending \$3 billion in Texas tax dollars annually in support of state border security efforts (92%) and the policy of empowering Texas law enforcement officers to arrest undocumented immigrants for a state crime of illegal immigration (93%). One in four Biden voters also support these policies (27% and 23%, respectively).

Three-fifths (64%) of Trump voters and one-fifth (22%) of Biden voters support providing tax-funded school vouchers to all Texas parents. Voters for the two candidates are closer in policy preference when it comes to the provision of vouchers to low-income parents, a policy supported by 44% of Trump voters and 31% of Biden voters.

Texas Voter Evaluations of 12 National Political Figures

Table 8 provides Texas registered voters’ evaluations of 12 national political figures: Texas Governor Greg Abbott, President Joe Biden, Texas U.S. Senator Ted Cruz, Florida Governor Ron DeSantis, former South Carolina governor and 2024 Republican presidential candidate Nikki Haley, Vice President Kamala Harris, former Maryland governor and potential 2024 No Labels presidential candidate Larry Hogan, Kennedy family scion and 2024 independent presidential candidate Robert F. Kennedy Jr., former West Virginia U.S. Senator Joe Manchin, California Governor Gavin Newsom, former president Donald Trump, and Michigan Governor Gretchen Whitmer.

Table 8. Favorable and Unfavorable Evaluations of 12 National Political Figures Among Texas Voters (%)

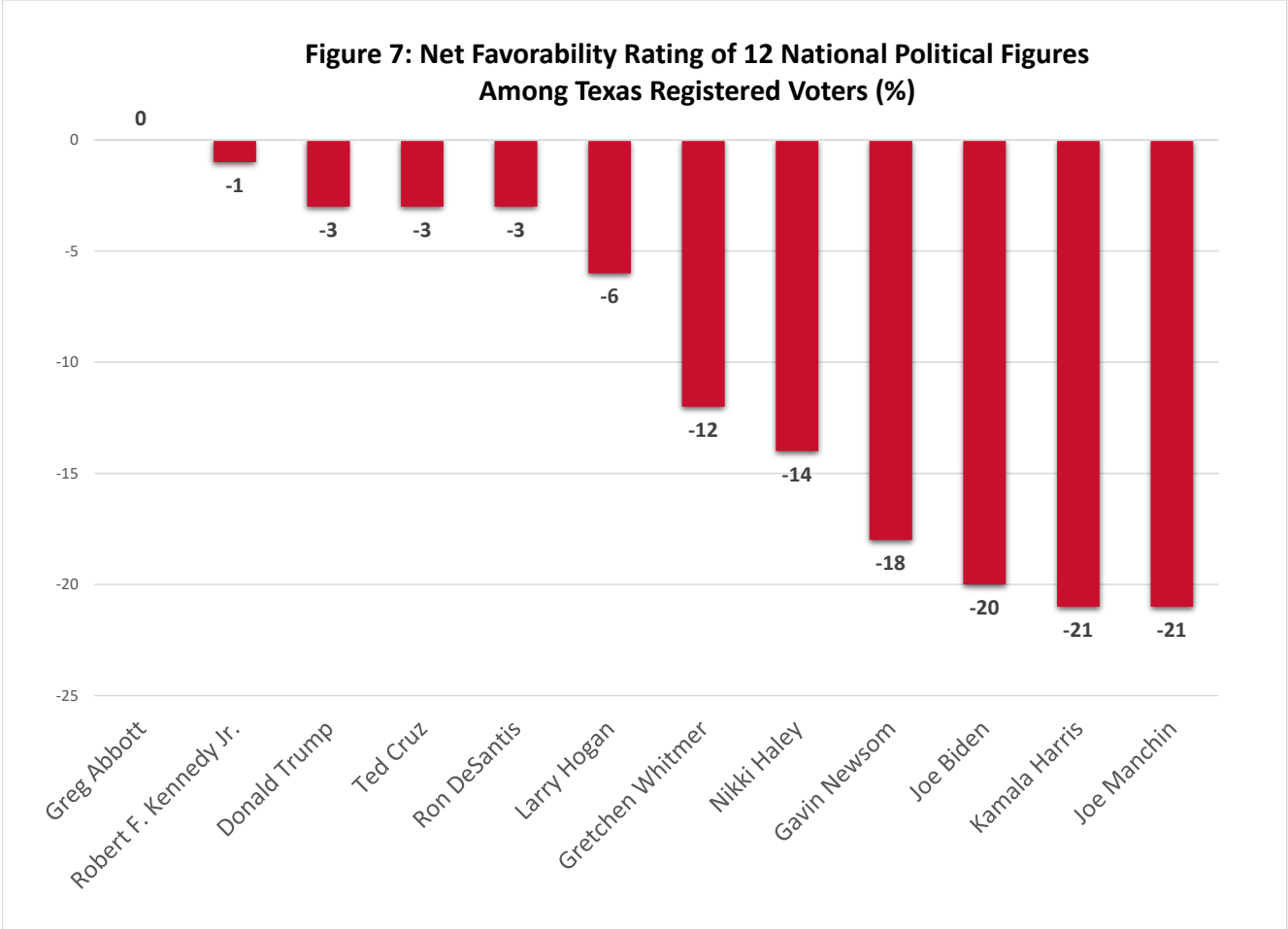
Political Figure	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough
Donald Trump	33	15	7	44	1
Greg Abbott	27	21	9	39	4
Ted Cruz	26	20	8	41	5
Joe Biden	20	19	9	50	2
Kamala Harris	18	20	11	48	3
Ron DeSantis	16	28	10	37	9
Robert F. Kennedy Jr.	11	32	20	22	15
Gavin Newsom	11	17	9	37	26
Gretchen Whitmer	11	11	9	25	44
Nikki Haley	9	27	23	27	14
Joe Manchin	4	19	23	21	33
Larry Hogan	2	10	10	8	70

Almost half of Texans have a favorable opinion of Trump (48%) and Abbott (48%), followed by Cruz (46%), DeSantis (44%), Kennedy (43%) and Biden (39%).

One-half or more of Texans have an unfavorable opinion of Biden (59%), Harris (59%), Trump (51%) and Haley (50%), while close to half have an unfavorable opinion of Cruz (49%), Abbott (48%) and DeSantis (47%).

One-quarter or more of Texans don’t know enough about Hogan (70%), Whitmer (44%), Manchin (33%) and Newsom (26%) to be able to evaluate them.

Figure 7 provides the net-favorability score (percentage favorable minus percentage unfavorable) for all 12 political figures. With the exception of Abbott (0%), all of the political figures are under water with Texas voters. In other words, a larger proportion of Texans hold an unfavorable opinion of them than hold a favorable opinion. After Abbott, the four candidates with the highest net favorability scores are Kennedy (-1%), Trump (-3%), Cruz (-3%) and DeSantis (-3%). The four candidates with the lowest net favorability scores are Manchin (-21%), Harris (-21%), Biden (-20%) and Newsom (-18%).



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