Texas Statewide
General Election Research
N= 807 likely voters
February 6th – 8th, 2024

Registration: Are you currently registered to vote in Texas?

Yes, registered to vote in Texas	100%

Age: What is your age?

18-34	18%
35-44	18%
45-54	18%
55-64	19%
65+	26%

Vote Intent: How likely are you to vote in the 2024 general elections being held for President, U.S. Senate and other local offices?

Definitely voting	97%
Probably voting	3%

Sex: Are you male or female?

Male	45%
Female	55%

Race: Which of the following best describes your race or ethnicity?

White or Caucasian	56%
Black or African American	10%
Hispanic or Latino	24%
Asian	4%
Other	6%

Self-Identified Partisanship: Do you consider yourself a Republican, Democrat or Independent or something else?

Republican	39%
Democrat	31%
Independent/something else	30%

Political Ideology: How would you generally characterize your political views?

Total Conservative	**45%**
Very conservative	25%
Somewhat conservative	20%
Moderate	28%
Total Liberal	**27%**
Somewhat liberal	13%
Very liberal	14%

Direction of Country: Generally speaking, would you say things in America are heading in the right direction, or are they off on the wrong track?

Right direction	19%
Wrong track	70%
Unsure	11%

Top Issue: Which of the following issues do you consider most important right now?

Immigration	27%
Threats to democracy	23%
Inflation and higher prices	15%
Abortion	10%
Jobs and the economy	7%
Social Security and Medicare	5%
Climate change	4%
Crime and public safety	4%
Combatting the opioid and fentanyl crisis	3%
Unsure	2%

Border Crisis: Which of the following best describes your view on the flow of illegal immigrants entering the United States through the southern border?

It is a crisis that must be addressed immediately	56%
It is a crisis but I do not feel a negative, personal impact from it and other issues should be prioritized	17%
It is not a crisis but it is a problem that still needs to be addressed	22%
It is not a crisis and does not require a solution at this time	4%
Unsure	1%

Border Crisis Reason: What is the main reason you consider the flow of illegal immigrants enter the United States through the southern border a crisis? *[Asked only among those who responded "It is a crisis that must be addressed immediately" to Border Crisis, n = 448]*

It is a national security threat to the U.S. and its citizens	50%
Migrants take social and financial resources away from U.S. citizens	25%
It allows drugs or guns into our communities and causes crime	8%
It is a humanitarian and safety issue for the migrants coming across the border	8%
It makes the U.S. look weak and unable to defend its borders to the international community	7%
Unsure	2%

Shipping Immigrants: Do you approve or disapprove of Texas and other border states sending migrants, via buses and planes, to northern cities and states in the U.S.?

Total approve	**51%**
Strongly approve	41%
Somewhat approve	9%
Total disapprove	**47%**
Somewhat disapprove	8%
Strongly disapprove	39%
Unsure	2%

Housing Immigrants: Would you support or oppose a plan to find temporary housing and social services for migrants who entered the U.S. illegally, in the city or town where you live?

Total support	**37%**
Strongly support	19%
Somewhat support	19%
Total oppose	**58%**
Somewhat oppose	7%
Strongly oppose	50%
Unsure	5%

Images: The following is a list of names of various people who may have been mentioned in the news recently. For each one, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so.

	Total fav	Total unfav	Very fav	Smwt fav	Smwt unfav	Very unfav	No opinion	NHO	Net fav
Greg Abbott	**46%**	**50%**	33%	14%	6%	44%	3%	1%	**-4**
Donald Trump	**44%**	**55%**	34%	10%	4%	51%	1%	1%	**-11**
Ted Cruz	**42%**	**54%**	26%	16%	7%	48%	3%	<1%	**-12**
Joe Biden	**41%**	**57%**	23%	18%	8%	49%	2%	<1%	**-16**
Colin Allred	**28%**	**13%**	16%	12%	5%	8%	25%	34%	**+15**
John Cornyn	**27%**	**43%**	10%	16%	17%	25%	18%	13%	**-16**

2024 Generic Congressional Ballot: If the elections for U.S. Congress were being held today, would you vote for the Republican candidate or Democratic candidate?

Republican candidate	47%
Democratic candidate	43%
Undecided	10%

2024 Senate Ballot: If the 2024 general election for United States Senate was held today, for whom would you vote?

Colin Allred	44%
Ted Cruz	44%
Undecided	12%

2024 Presidential Ballot – 5-Way Race: Thinking about another scenario for the 2024 general election for President…if the election was held today for whom would you vote?

Donald Trump	42%
Joe Biden	35%
Robert F. Kennedy, Jr.	6%
Joe Manchin	4%
Cornel West	3%
Undecided	9%

Taylor Swift NFL: Thinking about this season of the National Football League, and specifically games featuring the Kansas City Chiefs, which of the follow statements comes closest to your view:

A. Some people say that singer Taylor Swift was shown on television during football games too often and that highlighting her presence was a PR stunt that caused a distraction from the game.

B. Other people say that featuring Taylor Swift's presence at football games has had a positive impact on football by exposing the NFL to a new fan base and growing interest in the game.

Option A	26%
Option B	48%
Unsure	26%

Consideration – Republican Type: If you had to choose, would you consider yourself to be more of a Trump Republican, Traditional Conservative Republican or Moderate Republican? *[Asked only among those who responded "Republican" to Self-Identified Partisanship, n = 318]*

Trump Republican	43%
Traditional Conservative Republican	37%
Moderate Republican	18%
Unsure	2%

Consideration – Democrat Type: If you had to choose, would you consider yourself to be more of a Progressive Democrat, Traditional Liberal Democrat or Moderate Democrat? **[Asked only among those who responded "Democrat" to Self-Identified Partisanship, n = 249]**

Progressive Democrat	29%
Traditional Liberal Democrat	27%
Moderate Democrat	41%
Unsure	3%

Just to make sure we're representing everyone; the next questions are for demographic purposes only.

Marital Status: What is your current marital status?

Single, never married	16%
Married or domestic partnership	64%
Widowed	6%
Divorced / Separated	12%
Other	2%

Religion: If you have one, what is your religious affiliation?

Evangelical Protestant	11%
Mainline Protestant	13%
Historically Black Protestant	3%
Pentecostal	5%
Catholic	20%
Mormon	2%
Eastern Orthodox Christian	3%
Another religion	18%
Not religious	22%
Unsure	4%

Education: What is the highest level of education you have completed?

Some high school	1%
High school diploma / GED	10%
Some college or Associate's Degree	32%
Four-year undergraduate or Bachelor's Degree	30%
Graduate Degree or further	26%
Unsure	1%

Income: What is your annual household income?

Less than $30,000	9%
$30,000 - $49,999	10%
$50,000 - $74,999	14%
$75,000 - $99,999	13%
$100,000 - $124,999	16%
Greater than $124,999	31%
Unsure	7%

Methodology: The sample size for the survey is 807 likely voters in Texas. Interviews were collected via live landlines calls, interactive voice response calls and SMS/text messaging to web. The margin of error is +/- 3.5%. Interviews were conducted February 6th – 8th, 2024. Percentages may not equal 100% due to rounding.