

TEXAS VOTES 2026

RURAL & LATINO VOTERS



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON





Texas Votes 2026 Rural Voters & Latino Voters

October 2026

The Hobby School of Public Affairs at the University of Houston conducted a representative survey of Texas voters who are expected to cast a ballot in the November 2026 midterm elections. Voters were contacted via SMS text message and directed to an online survey platform with the option to answer the survey in English or Spanish. The survey was fielded between October 10 and October 14, 2026. This report analyzes two separate sample populations, one of 750 rural Texas likely voters (margin of error of +/- 3.58%) and one of 500 Latino Texas likely voters (margin of error of +/- 4.18%). These two overall sample populations were adjusted via multidimensional calibration weighting using demographic, historical electoral, and geographic benchmarks. This report frequently references a companion statewide survey report that can be consulted via this [link](#).

This report analyzes the vote intention among Texas rural and Latino likely voters in the November 2026 statewide elections for Texas U.S. Senator, Texas Governor, and Texas Lieutenant Governor. Also examined are the favorable and unfavorable evaluations of the Democratic and Republican Party candidates in the eight statewide non-judicial races on the ballot this fall, as well as of President Donald Trump. Lastly, opinions regarding the direction in which Texas and the United States are headed are provided.

EXECUTIVE SUMMARY

56% of rural likely voters believe things in the United States are headed in the right direction, while 44% believe things are headed in the wrong direction.

59% of rural likely voters believe things in Texas are headed in the right direction, while 41% believe things are headed in the wrong direction.

38% of Latino likely voters believe things in the United States are headed in the right direction, while 62% believe things are headed in the wrong direction.

42% of Latino likely voters believe things in Texas are headed in the right direction, while 58% believe things are headed in the wrong direction.

Statewide, 41% and 45% of all likely voters believe things in the United States and Texas are headed in the right direction, respectively, while 59% and 55% believe things are headed in the wrong direction.

In the U.S. Senate election, Republican Ken Paxton (65%) leads Democrat James Talarico (27%) by 38 percentage points among rural likely voters.

In the U.S. Senate election, Democrat James Talarico (52%) leads Republican Ken Paxton (41%) by 11 percentage points among Latino likely voters.

In the Texas Governor election, Republican Greg Abbott (66%) leads Democrat Gina Hinojosa (29%) by 37 percentage points among rural likely voters.

In the Texas Governor election, Democrat Gina Hinojosa (53%) leads Republican Greg Abbott (43%) by 10 percentage points among Latino likely voters.

In the Texas Lieutenant Governor election, Republican Dan Patrick (65%) leads Democrat Vikki Goodwin (25%) by 40 percentage points among rural likely voters.

In the Texas Lieutenant Governor election, Democrat Vikki Goodwin (46%) leads Republican Dan Patrick (41%) by 5 percentage points among Latino likely voters.

67% of rural likely voters have a favorable opinion of President Donald Trump, while 33% have an unfavorable opinion.

43% of Latino likely voters have a favorable opinion of President Donald Trump, while 57% have an unfavorable opinion.

Statewide, 46% of all Texas likely voters have a favorable opinion of President Donald Trump, while 54% have an unfavorable opinion.

SURVEY POPULATION DEMOGRAPHICS

Rural Voter Population

Women account for 51% of these 750 Texas rural likely voters and men for 49%. White Texans represent 76% of these likely voters and Latino Texans 16%, with the remaining 8% spread among those with another ethnic/racial identity or a multiracial identity. Almost one-fifth (19%) of the population is between the ages of 18 and 34, 25% is between the ages of 35 and 54, and 56% is age 55 and older. More than two-thirds (70%) of these likely voters do not possess, and 30% possess, a four-year college degree. The distribution of partisan identifiers among these likely voters is 60% Republican, 21% Independent and 15% Democratic, with 4% identifying with another party or group or unsure of their partisanship. A little more than three-fifths (62%) of these rural voters live in a county where none of their fellow likely voters live in an area of the county considered by L2, a leading voter data firm, to be either suburban or urban, while 38% live in a county where at least one other respondent resides in a part of the county considered by L2 to be either urban or suburban, rather than rural.

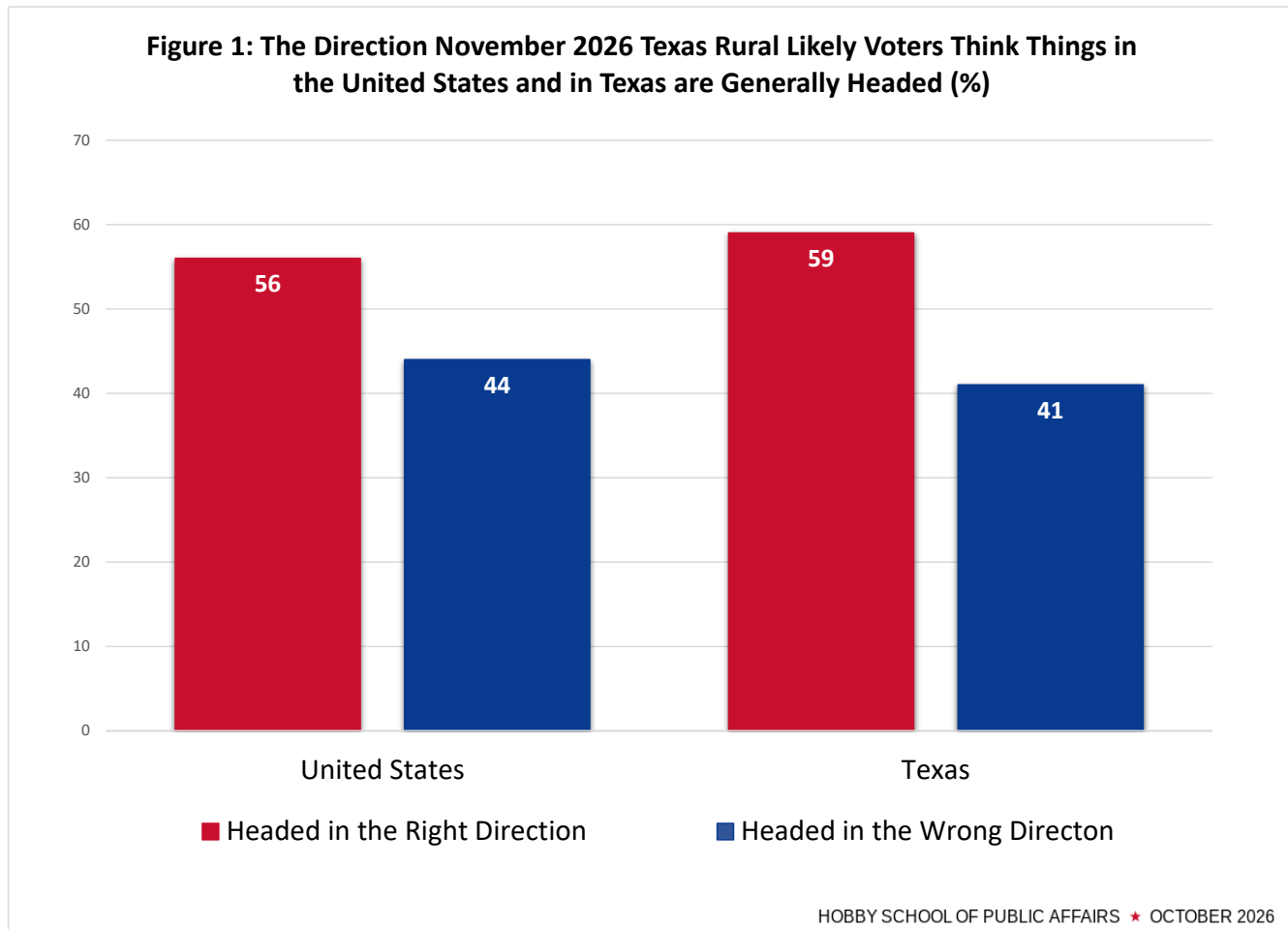
Latino Voter Population

Women account for 50% of these 500 Texas Latino likely voters, men for 49%, and those whose gender identity is something else for 1%. Almost one-fourth (24%) of the population is between the ages of 18 and 34, 34% is between the ages of 35 and 54, and 42% is age 55 and older. More than three-fourths (76%) of these likely voters do not possess, and 24% possess, a four-year college degree. The distribution of partisan identifiers among these likely voters is 38% Democratic, 33% Republican and 25% Independent, with 4% identifying with another party or group or unsure of their partisanship. Based on a variable provided by L2, that is calculated using an advanced analysis of U.S. Census data, 41% of these Latino likely voters are classified as living in an urban area of the state, 45% in a suburban area, and 14% in a rural area.

RURAL VOTERS & THE U.S. SENATE, GOVERNOR AND LIEUTENANT GOVERNOR ELECTIONS

A likely voter is defined as a rural voter if they live in a location considered by L2 to be rural, rather than as either suburban or urban, on L2's detailed analysis of U.S. Census data.

These rural likely voters were asked if they believe things in Texas and in the United States are generally headed in the right direction or if they are generally headed in the wrong direction. Figure 1 provides the proportion who believe Texas and the United States are headed in each of these two different directions.



Unlike the case statewide, where significantly more Texas likely voters believe things in the United States are headed in the wrong direction (59%) rather than the right direction (41%), significantly more rural likely voters believe things in the United States are headed in the right direction (56%) rather than in the wrong direction. Similarly, while the proportion of likely voters statewide who believe Texas is headed in the wrong direction (55%) is significantly greater than the proportion who believe the state is heading in the right direction (45%), the opposite is true among rural likely voters, 59% of whom believe things in Texas are going in the right direction compared to 41% who believe things are headed in the wrong direction.

Texas U.S. Senator

There are three candidates on the ballot in the November 2026 Texas U.S. Senate election: Republican Ken Paxton, Democrat James Talarico, and Libertarian Ted Brown. Statewide, Talarico (48%) leads Paxton (46%) by 2 percentage points, with 3% supporting Brown and 3% still unsure about for whom they would vote. Among rural likely voters, Figure 2 underscores Paxton’s massive 38 percentage point advantage over Talarico, 65% to 27%, with 4% supporting Brown and 4% still unsure.

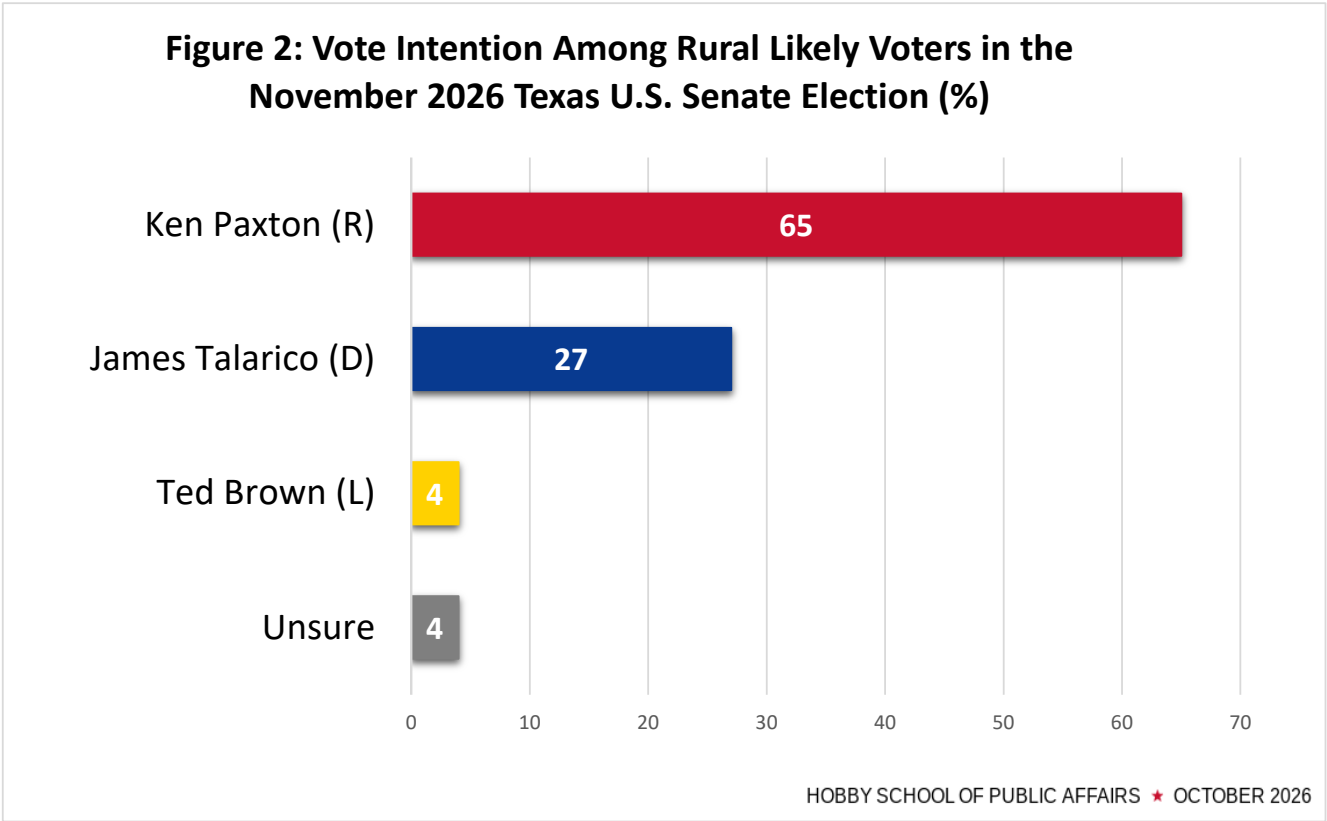


Table 1 provides the rural vote intention in the November 2026 Texas U.S. Senate election, broken down by gender, ethnicity/race, age, education, type of rural county lived in, partisanship, and 2026 gubernatorial vote intention.

Table 1: Rural Vote Intention in the November 2026 Texas U.S. Senate Election, Among Key Sub-Groups (%)

Socio-Demographic	Sub-Group	Paxton	Talarico	Brown	Unsure
Overall		65	27	4	4
Gender	Women	64	31	3	2
	Men	66	23	5	6
Ethnicity/Race	White	67	27	3	3
	Latino	55	25	8	12
Age	18-34	39	36	9	16
	35-54	60	36	3	1
	55+	76	20	2	2
Education	4 Yr College Degree	57	39	2	2
	No 4 Yr College Degree	68	22	4	6
County Type	All Rural	67	25	4	4
	Rural/Suburban/Urban Mix	61	31	4	4
Partisanship	Democratic	1	98	1	0
	Independents	44	48	7	1
	Republican	88	3	2	7
2026 Governor Vote Intention	Abbott	95	1	1	3
	Hinojosa	1	90	3	6

HOBBY SCHOOL OF PUBLIC AFFAIRS ★ OCTOBER 2026

Paxton leads Talarico by significant margins among all non-party related rural socio-demographic sub-groups, except for voters ages 18-34, where Paxton leads by only 3 percentage points (39% to 36%). Paxton's three largest non-party related sub-group leads over Talarico are among likely voters who are 55 and older (76% to 20%), likely voters who do not have a four-year college degree (68% to 22%), and among men (66% to 23%).

Texas Governor

There are three candidates on the ballot in the November 2026 Texas Governor election: incumbent Republican Greg Abbott, Democrat Gina Hinojosa, and Libertarian Pat Dixon. Statewide, Abbott (49%) leads Hinojosa (46%) by 3 percentage points, with 2% supporting Dixon and 3% still unsure about for whom they would vote. Among rural likely voters, Figure 3 underscores Abbott’s massive 37 percentage point advantage over Hinojosa, 66% to 29%, with 2% supporting Dixon and 3% still unsure.

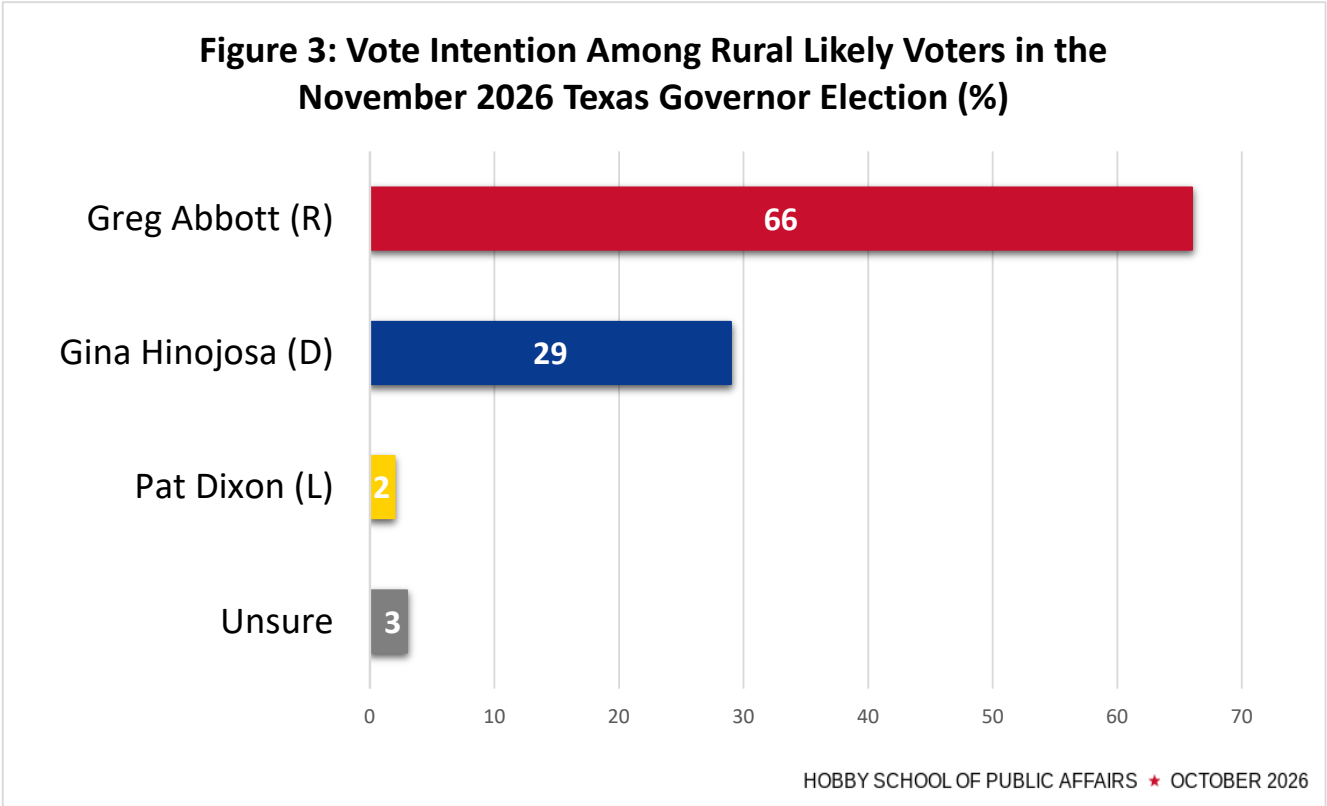


Table 2 provides the rural vote intention in the November 2026 Texas Governor election, broken down by gender, ethnicity/race, age, education, type of rural county lived in, partisanship, and 2026 U.S. Senate vote intention.

Table 2: Rural Vote Intention in the November 2026 Texas Gubernatorial Election, Among Key Sub-Groups (%)

Socio-Demographic	Sub-Group	Abbott	Hinojosa	Dixon	Unsure
Overall		66	29	2	3
Gender	Women	66	31	2	1
	Men	66	28	2	4
Ethnicity/Race	White	68	27	1	4
	Latino	60	36	4	0
Age	18-34	36	50	6	8
	35-54	61	36	1	2
	55+	78	20	1	1
Education	4 Yr College Degree	57	38	3	2
	No 4 Yr College Degree	69	26	2	3
County Type	All Rural	65	29	3	3
	Rural/Suburban/Urban Mix	67	30	1	2
Partisanship	Democratic	1	99	0	0
	Independents	41	48	7	4
	Republican	91	6	1	2
2026 U.S. Senate Vote Intention	Paxton	97	0	1	2
	Talarico	2	97	0	1

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Abbott leads Hinojosa by significant margins among all non-party related rural socio-demographic sub-groups by a significant margin, except for voters ages 18-34, where Hinojosa holds a 50% to 36% advantage over Abbott. Abbott's three largest non-party related sub-group leads over Hinojosa are among likely voters who are 55 and older (78% to 20%), likely voters who do not have a four-year college degree (69% to 26%), and among men (66% to 28%).

Texas Lieutenant Governor

There are four candidates on the ballot in the November 2026 Texas Lieutenant Governor election: incumbent Republican Dan Patrick, Democrat Vikki Goodwin, Libertarian Anthony Cristo, and the Green Party’s Kevin McCormick. Statewide, Patrick (47%) leads Goodwin (42%) by 5 percentage points, with 3% supporting Cristo, 1% supporting McCormick and 7% still unsure about for whom they would vote. Among rural likely voters, Figure 4 underscores Patrick’s immense 40 percentage point advantage over Goodwin, 65% to 25%, with 4% supporting Cristo, 1% supporting McCormick and 5% still unsure.

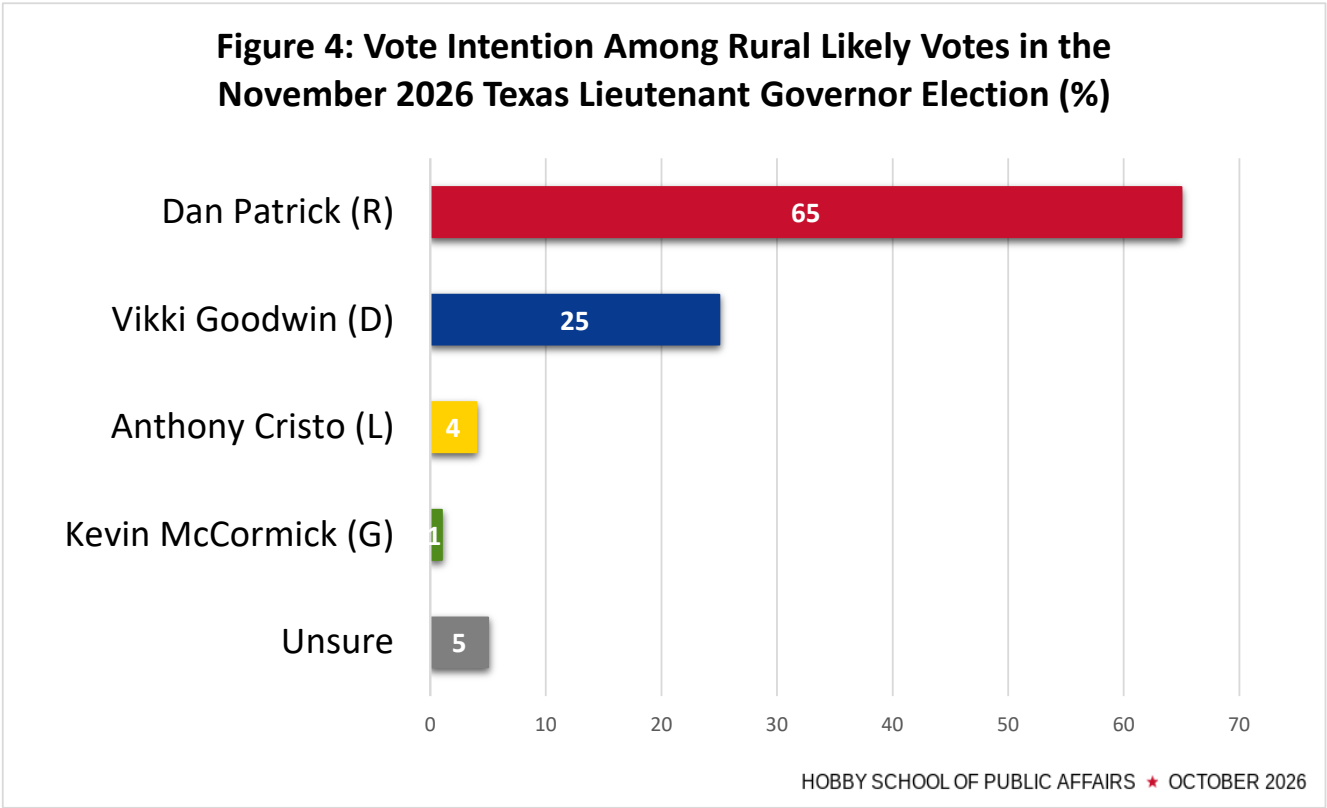


Table 3 provides the rural vote intention in the November 2026 Texas Lieutenant Governor election, broken down by gender, ethnicity/race, age, education, type of rural county lived in, partisanship, 2026 U.S. Senate vote intention, and Texas gubernatorial vote decision.

Table 3: Rural Vote Intention in the November 2026 Texas Lieutenant Governor Election, Among Key Sub-Groups (%)

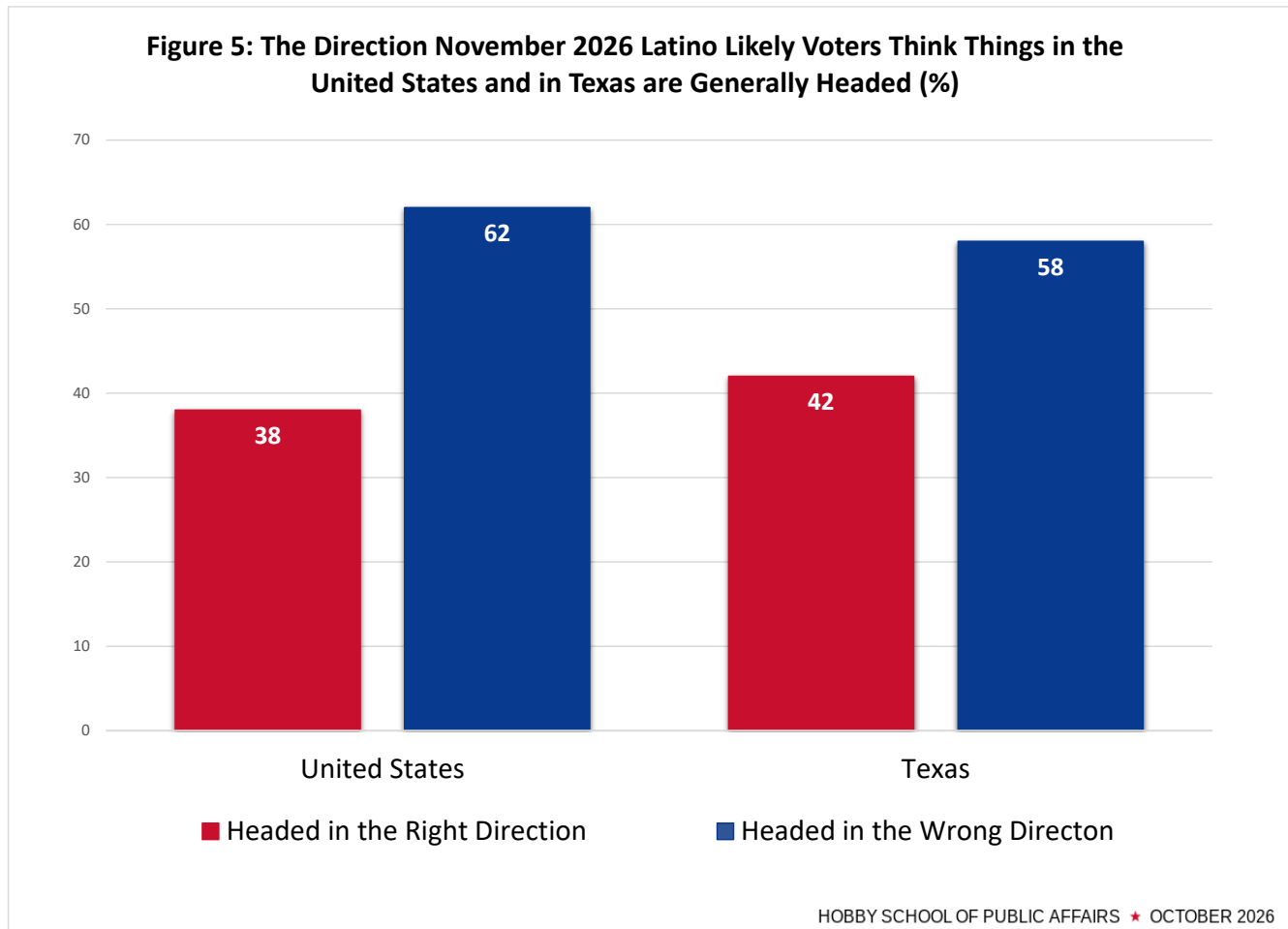
Socio-Demographic	Sub-Group	Patrick	Goodwin	Cristo	McCormick	Unsure
Overall		65	25	4	1	5
Gender	Women	66	26	2	1	5
	Men	65	24	7	0	4
Ethnicity/Race	White	67	23	4	1	5
	Latino	58	34	5	0	3
Age	18-34	36	40	14	1	9
	35-54	59	32	2	1	6
	55+	78	18	1	0	3
Education	4 Yr College Degree	57	31	2	1	9
	No 4 Yr College Degree	68	23	5	1	3
County Type	All Rural	66	25	4	1	4
	Rural/Suburban/Urban Mix	64	26	4	0	6
Partisanship	Democratic	1	95	0	1	3
	Independents	40	43	10	0	7
	Republican	89	4	4	0	3
2026 U.S. Senate Vote Intention	Paxton	97	0	1	0	2
	Talarico	3	87	0	1	9
2026 Governor Vote Intention	Abbott	96	0	3	0	1
	Hinojosa	2	86	2	1	9

HOBBY SCHOOL OF PUBLIC AFFAIRS ★ OCTOBER 2026

Patrick leads Goodwin by significant margins among all non-party related rural socio-demographic sub-groups by a significant margin, except for voters ages 18-34, where Goodwin holds a 40% to 36% advantage over Patrick. Patrick's three largest non-party related sub-group leads over Goodwin are among likely voters who are 55 and older (78% to 18%), likely voters who do not have a four-year college degree (68% to 23%), and, in a tie, among men (65% to 24%) and among likely voters in the exclusively rural counties (66% to 25%).

LATINO VOTERS & THE U.S. SENATE, GOVERNOR AND LIEUTENANT GOVERNOR ELECTIONS

These Latino likely voters were asked if they believe things in Texas and in the United States are generally headed in the right direction or if they are generally headed in the wrong direction. Figure 5 provides the proportion who believe Texas and the United States are headed in each of these two different directions.

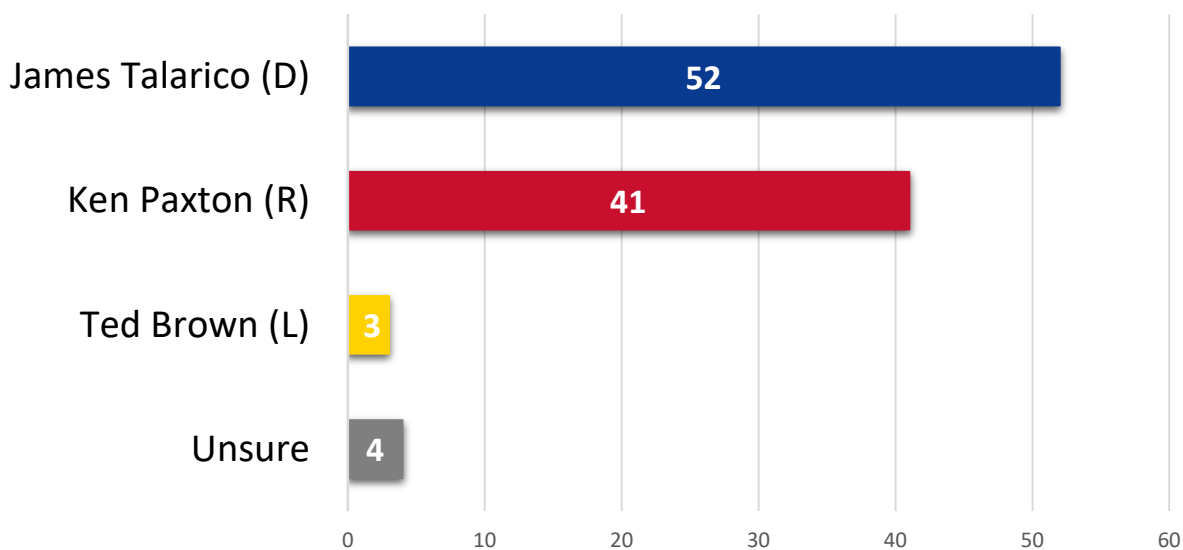


Similar to the case statewide, where significantly more Texas likely voters believe things in the United States are headed in the wrong direction (59%) rather than in the right direction (41%), significantly more Latino likely voters believe things in the United States are headed in the wrong direction (62%) rather than in the right direction (38%). Similarly, just as statewide the proportion of likely voters who believe Texas is headed in the wrong direction (55%) is significantly greater than the proportion who believe the state is heading in the right direction (45%), significantly more Latino likely voters (58%) believe things in the state are headed in the wrong direction than believe things are headed in the right direction (42%).

Texas U.S. Senator

There are three candidates on the ballot in the November 2026 Texas U.S. Senate election: Republican Ken Paxton, Democrat James Talarico, and Libertarian Ted Brown. Statewide, Talarico (48%) leads Paxton (46%) by 2 percentage points, with 3% supporting Brown and 3% still unsure about for whom they would vote. Among Latino likely voters, Figure 6 reveals that Talarico (52%) leads Paxton (41%) by 11 percentage points, with 3% supporting Brown and 4% undecided.

Figure 6: Vote Intention Among Latino Likely Voters in the November 2026 Texas U.S. Senate Election (%)



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Table 4 provides the Latino vote intention in the November 2026 Texas U.S. Senate election, broken down by gender, age, education, region of residence, partisanship, and 2026 gubernatorial vote intention.

Table 4: Latino Vote Intention in the November 2026 Texas U.S. Senate Election, Among Key Sub-Groups (%)

Socio-Demographic	Sub-Group	Talarico	Paxton	Brown	Unsure
Overall		52	41	3	4
Gender	Women	62	34	3	1
	Men	41	50	2	7
Age	18-34	72	15	6	7
	35-54	46	52	1	1
	55+	44	48	2	6
Education	4 Yr College Degree	64	31	4	1
	No 4 Yr College Degree	48	44	3	5
Urban-Rural Residence	Urban	56	41	1	2
	Suburban	54	38	4	4
	Rural	24	56	8	12
Partisanship	Democratic	1	99	0	0
	Independents	47	37	7	9
	Republican	4	87	4	5
2026 Governor Vote Intention	Abbott	92	2	3	3
	Hinojosa	2	93	1	4

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Talarico's three largest leads over Paxton among the non-party related Latino socio-demographic sub-groups are among likely voters between the ages of 18 and 34 (72% to 15%), those with a four-year college degree (64% to 31%), and among women (62% to 34%). Paxton's three largest leads over Talarico among the non-party related Latino socio-demographic sub-groups are among those who live in rural regions of the state (56% to 24%), men (50% to 41%), and among those between the ages of 35 and 54 (52% to 46%).

Texas Governor

There are three candidates on the ballot in the November 2026 Texas Governor election: incumbent Republican Greg Abbott, Democrat Gina Hinojosa, and Libertarian Pat Dixon. Statewide, Abbott (49%) leads Hinojosa (46%) by 3 percentage points, with 2% supporting Dixon and 3% still unsure about for whom they would vote. Among Latino likely voters, Figure 7 reveals that Hinojosa (53%) leads Abbott (43%) by 10 percentage points, with 2% supporting Dixon and 2% undecided.

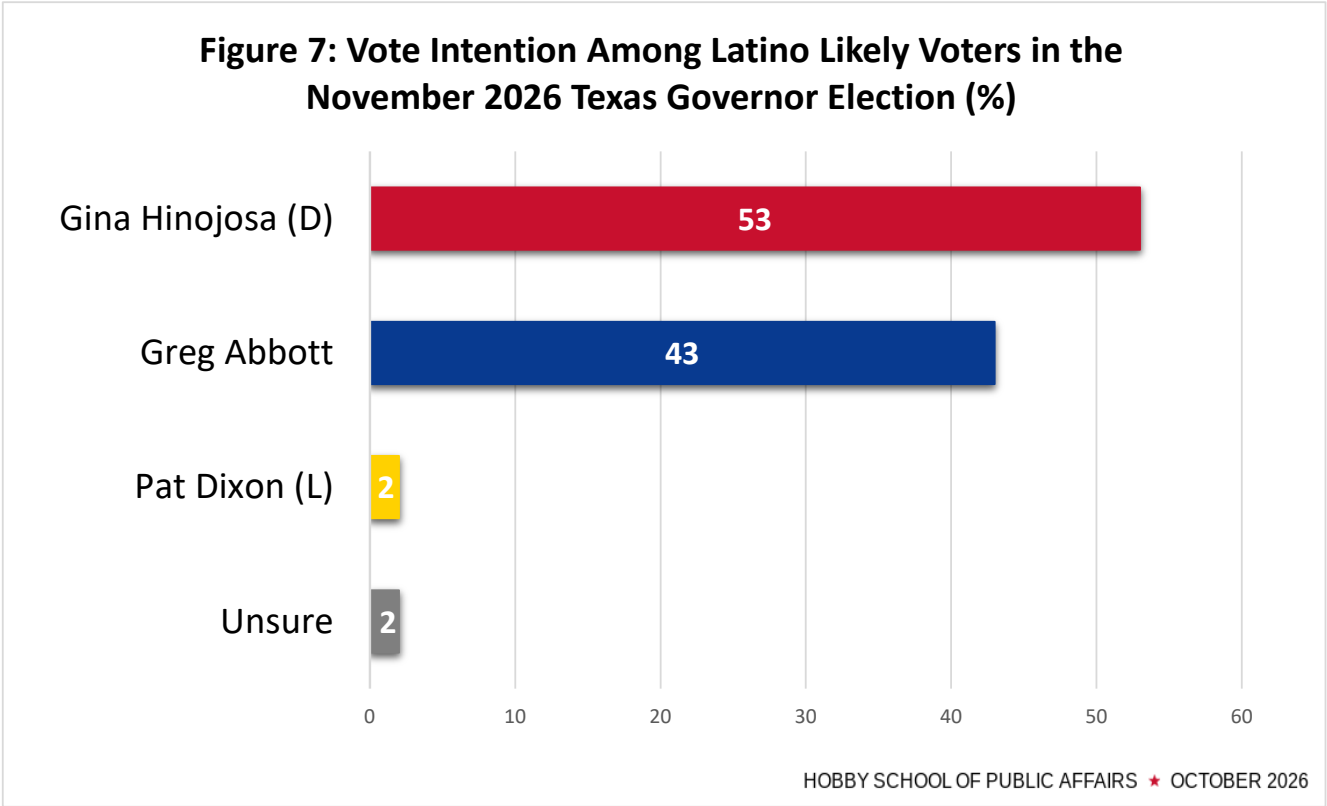


Table 5 provides the Latino vote intention in the November 2026 Texas gubernatorial election, broken down by gender, age, education, region of residence, partisanship, and 2026 U.S. Senate vote intention.

Table 5: Latino Vote Intention in the November 2026 Texas Gubernatorial Election, Among Key Sub-Groups (%)

Socio-Demographic	Sub-Group	Hinojosa	Abbott	Dixon	Unsure
Overall		53	43	2	2
Gender	Women	64	32	3	1
	Men	43	55	0	2
Age	18-34	77	18	2	3
	35-54	48	48	3	0
	55+	44	53	0	3
Education	4 Yr College Degree	61	35	1	3
	No 4 Yr College Degree	51	45	2	1
Urban-Rural Residence	Urban	58	41	0	2
	Suburban	54	41	3	2
	Rural	36	60	4	0
Partisanship	Democratic	98	1	0	1
	Independents	49	39	7	5
	Republican	9	90	0	1
2026 U.S. Senate Vote Intention	Paxton	2	95	3	0
	Talarico	97	2	0	1

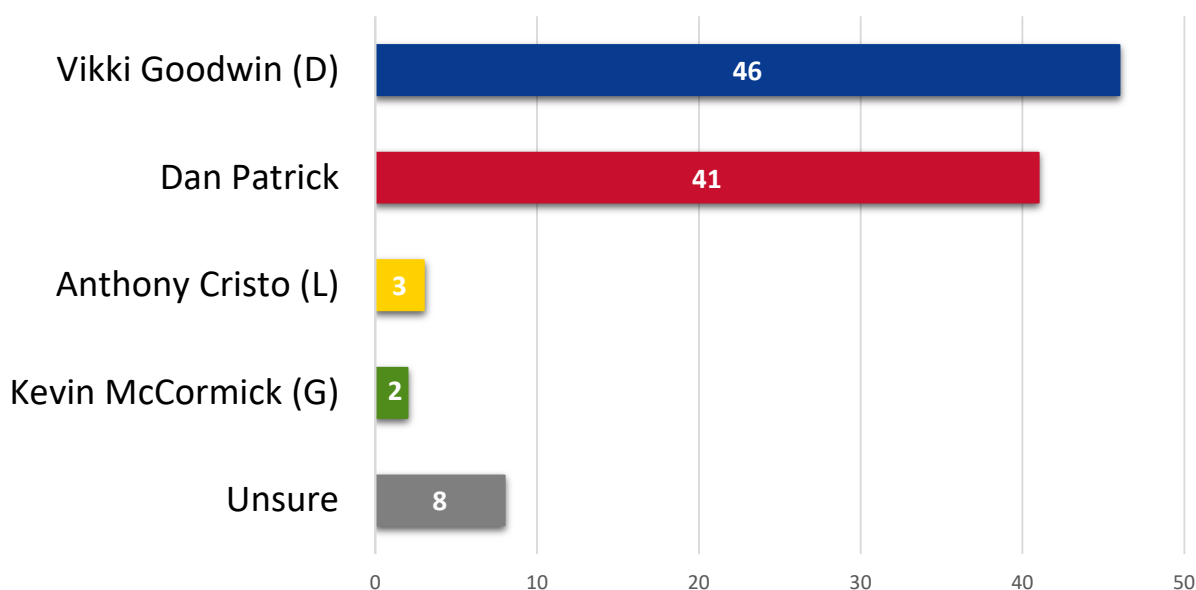
HOBBY SCHOOL OF PUBLIC AFFAIRS ★ OCTOBER 2026

Hinojosa’s three largest leads over Abbott among the non-party related Latino socio-demographic sub-groups are among likely voters between the ages of 18 and 34 (77% to 18%), among women (64% to 32%), and among those with a four-year college degree (61% to 35%). Abbott’s three largest leads over Hinojosa among the non-party related Latino socio-demographic sub-groups are among those who live in rural regions of the state (60% to 36%), men (55% to 43%), and among those age 55 and older (53% to 44%).

Texas Lieutenant Governor

There are four candidates on the ballot in the November 2026 Texas Lieutenant Governor election: incumbent Republican Dan Patrick, Democrat Vikki Goodwin, Libertarian Anthony Cristo, and the Green Party's Kevin McCormick. Statewide, Patrick (47%) leads Goodwin (42%) by 5 percentage points, with 3% supporting Cristo, 1% supporting McCormick, and 7% still unsure about for whom they would vote. Among Latino likely voters, Figure 8 reveals that Goodwin (46%) leads Patrick (41%) by five percentage points, with 3% supporting Cristo, 2% supporting McCormick, and 8% undecided.

Figure 8: Vote Intention Among Latino Likely Voters in the November 2026 Texas Lieutenant Governor Election (%)



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Table 6 provides the Latino vote intention in the November 2026 Texas Lieutenant Governor election, broken down by gender, age, education, region of residence, partisanship, 2026 U.S. Senate vote intention, and 2026 Texas gubernatorial vote intention.

Table 6: Latino Vote Intention in the November 2026 Texas Lieutenant Governor Election, Among Key Sub-Groups (%)

Socio-Demographic	Sub-Group	Goodwin	Patrick	Cristo	McCormick	Unsure
Overall		46	41	3	2	8
Gender	Women	57	31	5	3	4
	Men	36	51	1	0	12
Age	18-34	67	16	6	0	11
	35-54	39	44	4	6	7
	55+	41	52	1	0	6
Education	4 Yr College Degree	57	34	1	0	8
	No 4 Yr College Degree	43	43	4	3	7
Urban-Rural Residence	Urban	49	37	4	2	8
	Suburban	47	40	2	2	9
	Rural	34	58	5	0	3
Partisanship	Democratic	92	1	0	2	5
	Independent	35	34	8	5	18
	Republican	6	88	3	0	3
2026 U.S. Senate Vote Intention	Paxton	0	92	3	2	3
	Talarico	86	0	2	2	10
2026 Governor Vote Intention	Abbott	0	93	1	0	6
	Hinojosa	86	0	4	2	8

HOBBY SCHOOL OF PUBLIC AFFAIRS ★ OCTOBER 2026

Goodwin's three largest leads over Patrick among the non-party related Latino socio-demographic sub-groups are among likely voters between the ages of 18 and 34 (67% to 16%), among women (57% to 31%), and among those with a four-year college degree (57% to 34%). Patrick's three largest leads over Goodwin among the non-party related Latino socio-demographic sub-groups are among those who live in rural regions of the state (58% to 34%), men (51% to 36%), and among those age 55 and older (52% to 41%).

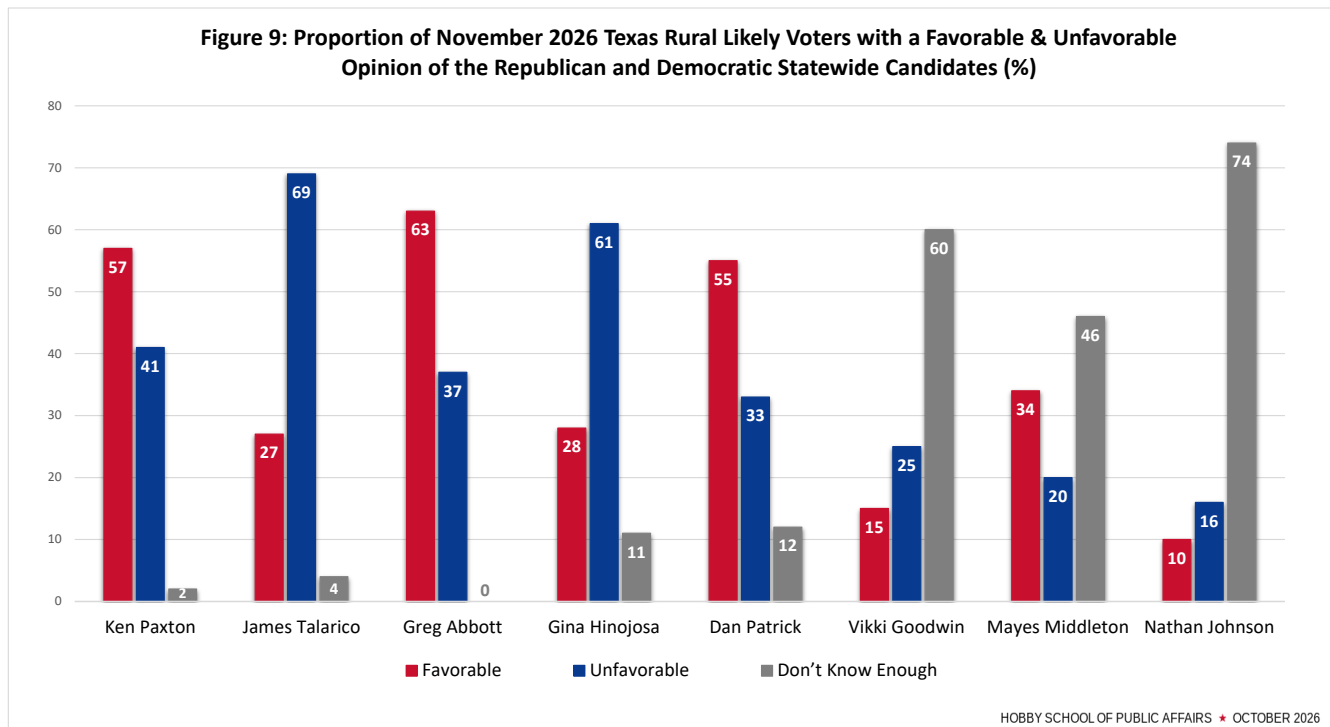
FAVORABLE & UNFAVORABLE EVALUATIONS OF THE STATEWIDE CANDIDATES

These rural and Latino likely voters were asked if they have a favorable or unfavorable opinion of each one of the 16 Democratic and Republican candidates running for a non-judicial statewide office in the Texas November 2026 General Election, or, if they do not know enough about the candidate to have an opinion of them, one way or another. These questions were asked before any information identifying the partisan affiliation of the candidates was provided.

Rural Opinion

In this section we first review the evaluations of these 16 candidates among rural likely voters, and then do the same analysis focusing on the evaluations of Latino likely voters.

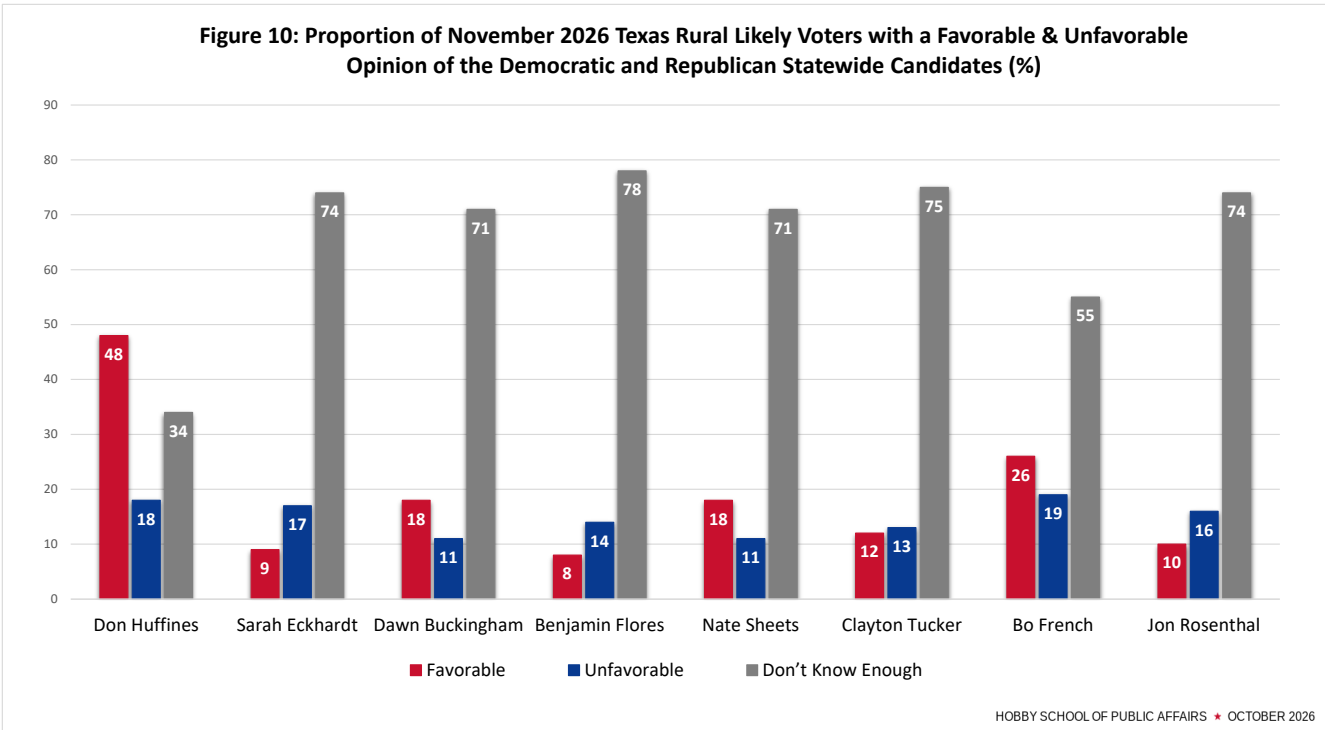
Figure 9 provides the proportion of November 2026 rural likely voters with a favorable and unfavorable opinion of the Republican and Democratic candidates running for the positions of U.S. Senator (Republican Ken Paxton and Democrat James Talarico), Texas Governor (Republican Greg Abbott and Democrat Gina Hinojosa), Texas Lieutenant Governor (Republican Dan Patrick and Democrat Vikki Goodwin) and Texas Attorney General (Republican Mayes Middleton and Democrat Nathan Johnson), along with the proportion of likely voters who do not know enough about the candidate to have an opinion of them.



Three of these candidates are known quantities in the eyes of virtually all likely rural voters, with a mere 0% (Abbott), 2% (Paxton) and 4% (Talarico) not knowing enough about them to have an opinion. Close to nine out of ten likely voters are also familiar with Patrick and Hinojosa, while 60% do not know enough about Goodwin to have an opinion of her. Roughly one-half of likely voters don't know enough about Middleton (46%) to have an opinion of him, while close to three-fourths (74%) don't know enough about Middleton's rival, Johnson, to have an opinion of him.

The candidates' net-favorability ratings (percentage favorable minus percentage unfavorable) among rural likely voters range from highs of +26% (Abbott) and +22% (Patrick) to lows of -42% (Talarico) and -33% (Hinojosa), with Paxton (+16%), Middleton (+14%), Johnson (-6%), and Goodwin (-10%) in between.

Figure 10 provides the proportion of November 2026 rural likely voters with a favorable and unfavorable opinion of the Republican and Democratic candidates running for the positions of Texas Comptroller (Republican Don Huffines and Democrat Sarah Eckhardt), Texas Land Commissioner (Republican Dawn Buckingham and Democrat Benjamin Flores), Texas Agriculture Commissioner (Republican Nate Sheets and Democrat Clayton Tucker), and Texas Railroad Commissioner (Republican Bo French and Democrat Jon Rosenthal), along with the proportion of likely voters who don't know enough about the candidate to have an opinion of them.

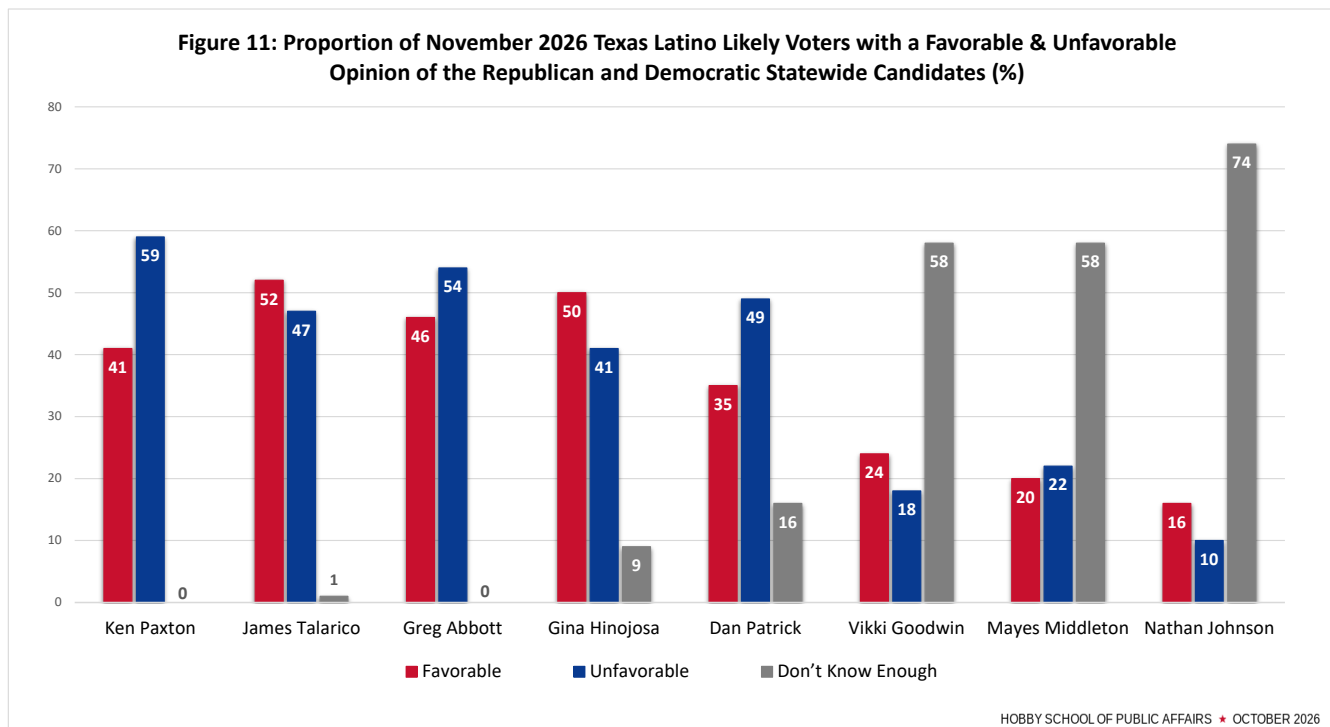


With the exception of Huffines, who one-third (34%) of rural likely voters do not know enough about to have an opinion, more than one-half of rural likely voters do not know enough about the other statewide candidates to have an opinion of them. The proportions range from of a low of 55% (French) to values above 70%, with the six remaining candidates in a narrow band with between 71% and 78% of rural likely voters not knowing enough about them to have an opinion.

Among these eight candidates, only Huffines (+30%) has a net-favorability rating that is in the double digits, followed by his three Republican colleagues, all of whom have net-favorability ratings of +7%. In contrast, all of the Democratic candidates have negative net-favorability ratings, ranging from a high of -8% for Eckhardt to a low of -1% for Tucker.

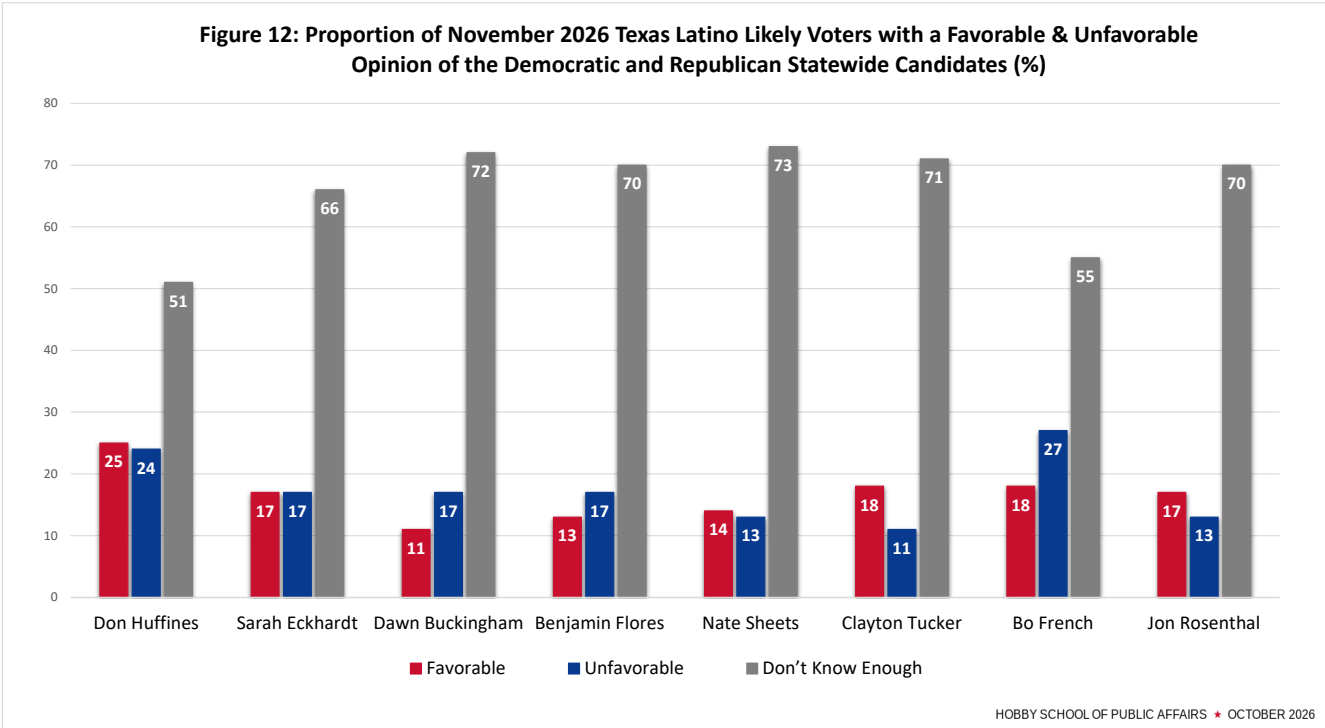
Latino Opinion

Figure 11 provides the proportion of November 2026 Latino likely voters with a favorable and unfavorable opinion of the Republican and Democratic candidates running for the positions of U.S. Senate, Texas Governor, Texas Lieutenant Governor, and Texas Attorney General. Three of these candidates are known quantities in the eyes of virtually all Latino likely voters, with a mere 0% (Abbott), 0% (Paxton) and 1% (Talarico) not knowing enough about them to have an opinion. Close to nine out of ten and more than eight out of ten likely voters are also familiar with Hinojosa and Patrick, respectively, while 58% do not know enough about Goodwin to have an opinion of her. Roughly three-fifths of Latino likely voters don't know enough about Middleton (58%) to have an opinion of him, while close to three-fourths (74%) don't know enough about Middleton's rival, Johnson, to have an opinion of him.



The net-favorability ratings of these eight candidates range from highs of +9% (Hinojosa), +6% (Goodwin), +6% (Johnson) and +5% (Talarico) to lows of -2% (Middleton), -8% (Abbott), -14% (Patrick), and -18% (Paxton).

Figure 12 provides the proportion of November 2026 Latino likely voters with a favorable and unfavorable opinion of the Republican and Democratic candidates running for the positions of Texas Comptroller, Texas Land Commissioner, Texas Agriculture Commissioner and Texas Land Commissioner. Between one-half and three-quarters of these Latino likely voters do not know enough about these candidates to have an opinion of them, ranging from lows of 51% (Huffines) and 55% (French) to highs of 72% (Buckingham) and 73% (Sheets).



The net-favorability ratings of these eight candidates range from highs of +7% (Tucker) and +4% (Rosenthal) to lows of -6% (Buckingham) and -9% (French).

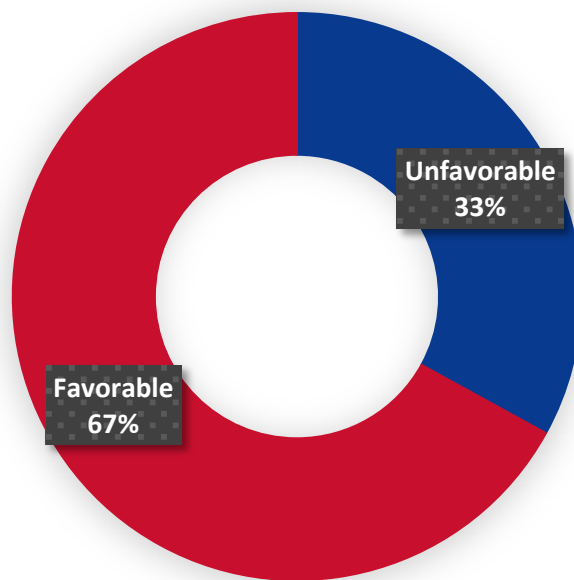
FAVORABLE AND UNFAVORABLE EVALUATIONS OF PRESIDENT DONALD TRUMP

These rural and Latino likely voters were also asked if they have a favorable or unfavorable opinion of President Donald Trump, or, if they did not know enough about the president to have an opinion of him. Statewide, 54% of likely voters have an unfavorable opinion of Trump and 46% have a favorable opinion of the president, with 0% reporting that they don't know enough about him to have an opinion.

Rural Opinion

Figure 13 provides the proportion of rural likely voters with a favorable and unfavorable opinion of President Trump. Two-thirds (67%) of rural likely voters have a favorable opinion of Trump, compared to 33% who have an unfavorable opinion, and 0% who report not knowing enough about the president to have an opinion of him.

Figure 13: Proportion of November 2026 Texas Rural Likely Voters with a Favorable & Unfavorable Opinion of President Donald Trump (%)

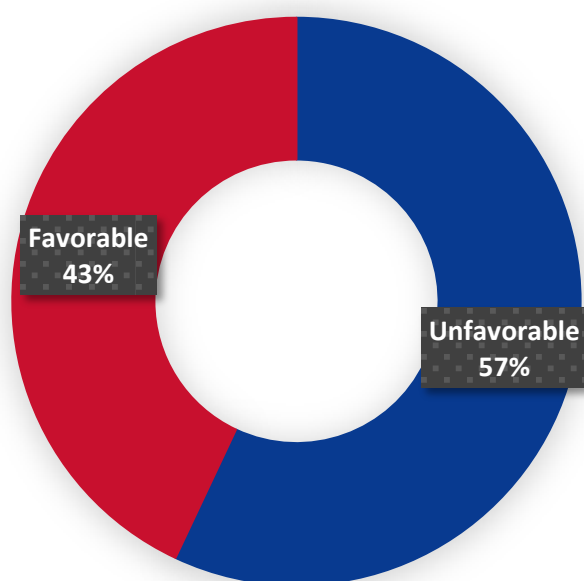


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Latino Opinion

Figure 14 provides the proportion of Latino likely voters with a favorable and unfavorable opinion of President Trump. Close to three-fifths (57%) of Latino likely voters have an unfavorable opinion of the president, compared to 43% who have a favorable opinion, and 0% who report not knowing enough about the president to have an opinion of him.

Figure 14: Proportion of November 2026 Texas Latino Likely Voters with a Favorable & Unfavorable Opinion of President Donald Trump (%)



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