



TEXAS TRENDS

2024

Favorability Evaluations



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON



TEXAS SOUTHERN UNIVERSITY
Barbara Jordan – Mickey Leland
School of Public Affairs



Texas Trends 2024 Favorability Evaluations

In 2021, the Hobby School of Public Affairs at the University of Houston and the Executive Master of Public Administration Program in the Barbara Jordan – Mickey Leland School of Public Affairs at Texas Southern University launched a five-year survey project to study Texas's changing population. The fourth survey in the series was fielded between June 20 and July 1, 2024 and focused on opinions about elections and public policies. The survey was conducted in English and Spanish, with 2,257 YouGov respondents 18 years of age and older (including an oversample of Black Texans), resulting in a confidence interval of +/-2.1 for the overall survey population and +/- 2.5 for the sub-population of 1,484 likely voters. The respondents were matched to a sampling frame on gender, age, race/ethnicity, and education and are representative of the Texas adult population.

This report provides information on the favorability evaluations of President Joe Biden, Vice President Kamala Harris, former president Donald Trump and other political figures among Texas likely voters. Other reports in this survey address the 2024 election, climate challenges, school vouchers and educational savings accounts, border security and immigration, and housing.

EXECUTIVE SUMMARY

42% of Texas likely voters have a favorable and 56% an unfavorable opinion of Kamala Harris, with 19% very favorable and 47% very unfavorable.

44% of Texas likely voters have a favorable and 55% an unfavorable opinion of Joe Biden, with 24% very favorable and 47% very unfavorable.

50% of Texas likely voters have a favorable and 49% an unfavorable opinion of Donald Trump, with 34% very favorable and 43% very unfavorable.

Trump has a net favorability rating among Texas likely voters of +1%, while Biden and Harris have net favorability ratings of -11% and -14%, respectively.

Biden and Harris have comparable favorability evaluations among most socio-demographic sub-groups.

The most noteworthy differences in the favorability evaluations of Harris and Biden among socio-demographic sub-groups of Texas likely voters are as follows:

14% of white likely voters have a very favorable opinion of Harris, while 20% of these voters have a very favorable opinion of Biden.

22% of Gen-Z likely voters have a very unfavorable opinion of Harris and 31% of Biden.

42% of Democratic likely voters have a very favorable opinion of Harris while 52% of these voters hold a very favorable opinion of Biden.

94% of likely voters who intended to vote for Biden have a favorable opinion of him (57% very favorable), compared to 84% who have a favorable opinion of Harris (42% very favorable).

LIKELY VOTER POPULATION DEMOGRAPHICS

Based on their responses to a series of questions, 1,484 of the respondents were classified as likely to vote in the 2024 election. The confidence interval for this population of likely voters is +/- 2.5. White likely voters account for 59% of this population of likely Texas voters, Latino likely voters for 25%, Black likely voters for 11%, and others for 5% (2% Asian American, 2% Mixed/Other, 1% Native American). Women represent 53% of this population, and men 47%. Regarding generations, 38% of this 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), 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 31% of the population is a two-year college degree or some college, and of 28% of the population is a high school degree or less. Republicans account for 48% of this population, Democrats for 43% and Independents for 9%. Among those likely voters who cast a ballot in the 2020 presidential election, 52% report having voted for Trump, 46% for Biden, and 2% for other candidates.

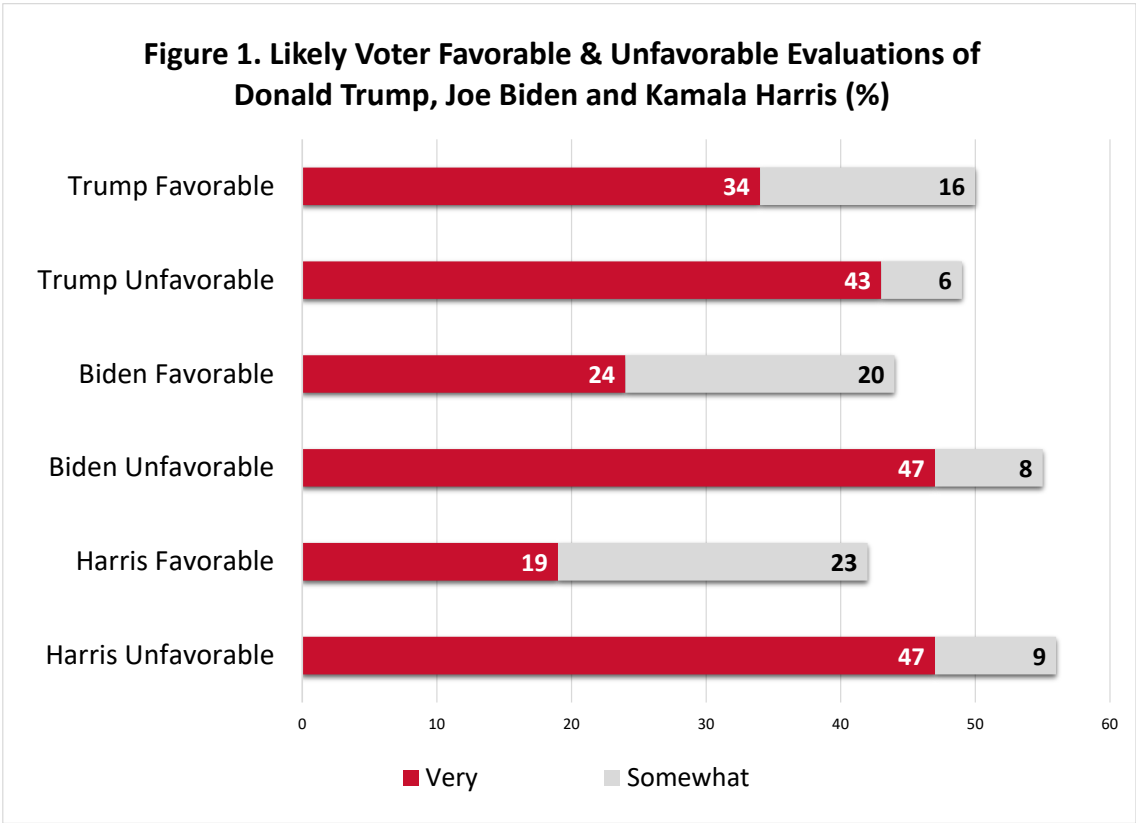
FAVORABILITY EVALUATIONS OF SEVEN LEADING CANDIDATES AND OFFICEHOLDERS

Table 1 provides the proportion of Texas likely voters with favorable (very, somewhat) and unfavorable (very, somewhat) evaluations of seven candidates and officeholders (along with the proportion who didn't know enough to have an opinion): President Joe Biden, former president Donald Trump, 2024 presidential candidate Robert F. Kennedy, Jr., Vice President Kamala Harris, U.S. Senator Ted Cruz, 2024 U.S. Senate candidate and Congressman Colin Allred, and Texas Governor Greg Abbott.

Table 1. Favorable and Unfavorable Evaluations of Seven Leading Political Figures (%)

Politician	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough About
Donald Trump	34	16	6	43	1
Ted Cruz	27	22	10	38	3
Greg Abbott	27	24	10	36	3
Joe Biden	24	20	8	47	1
Colin Allred	21	25	14	17	23
Kamala Harris	19	23	9	47	2
Robert F. Kennedy, Jr.	7	30	26	24	13

Figure 1 displays the proportion of Texas likely voters with favorable (very and somewhat) and unfavorable (very and somewhat) evaluations of President Joe Biden, Vice President Kamala Harris and former president Donald Trump.



Relatively equal proportions of Texas likely voters have favorable (50%) and unfavorable (49%) evaluations of Trump, with 34% having a very favorable opinion of the former president and 43% a very unfavorable opinion. A little more than two-fifths (44%) of likely voters hold a favorable opinion of Biden (including 24% very favorable) while 42% of these voters have a favorable opinion of Harris (including 19% very favorable). In terms of unfavorability, 55% of likely voters hold an unfavorable opinion of Biden (with 47% very unfavorable) and 56% have an unfavorable opinion of Harris (with 47% very unfavorable).

Figure 2 provides the net favorability rating (percentage favorable minus percentage unfavorable) for the seven political figures. The net favorability rating ranges from highs of 15% for Allred, 5% for Abbott, 1% for Trump and 1% Cruz to lows of -14% for Harris, -13% for Kennedy, and -11% for Biden.

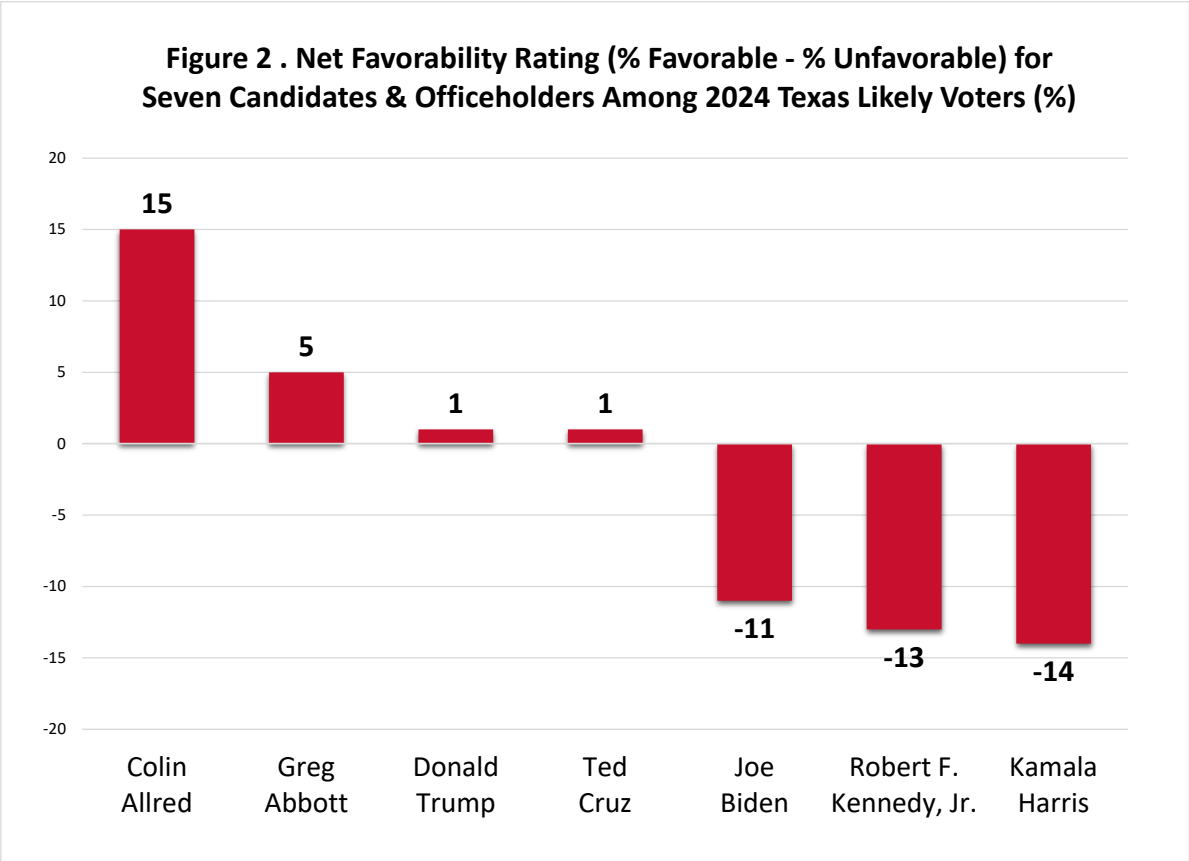


Table 2 provides the proportion of Texas likely voters with a favorable and unfavorable evaluation of Biden, Harris and Trump broken down by gender, ethnicity/race, generation, level of educational attainment, partisanship, and 2024 presidential vote intention.

Table 2. Favorable & Unfavorable Evaluations Among Likely Texas Voters of Kamala Harris, Joe Biden & Donald Trump (%)

Socio-Demographic	Sub-Group	Harris Favorable	Harris Unfavorable	Biden Favorable	Biden Unfavorable	Trump Favorable	Trump Unfavorable
Gender	Women	44 (19)	53 (44)	44 (24)	55 (47)	47 (31)	52 (47)
	Men	42 (19)	57 (49)	44 (24)	56 (47)	54 (37)	46 (40)
Ethnicity/Race	White	36 (14)	63 (54)	39 (20)	61 (53)	57 (39)	43 (36)
	Latino	47 (21)	49 (39)	46 (23)	53 (43)	43 (29)	56 (52)
	Black	81 (52)	18 (11)	79 (52)	21 (11)	22 (13)	77 (73)
Generation	Silent/Boomer	35 (19)	64 (59)	37 (25)	62 (58)	55 (42)	44 (40)
	Generation X	46 (21)	53 (47)	45 (22)	55 (48)	52 (29)	47 (44)
	Millennial	49 (22)	47 (38)	51 (28)	48 (36)	45 (30)	55 (46)
	Generation Z	50 (14)	47 (22)	50 (20)	50 (31)	43 (28)	57 (46)
Education	High School	41 (22)	56 (46)	42 (25)	57 (49)	56 (40)	43 (38)
	Some College/2 Yr Degree	43 (21)	56 (47)	42 (22)	57 (48)	47 (33)	53 (49)
	4 Yr Degree/PostGrad	44 (17)	54 (46)	47 (25)	53 (44)	49 (30)	51 (42)
Partisanship	Democratic	83 (42)	15 (5)	88 (52)	12 (4)	9 (3)	90 (85)
	Independent	20 (6)	78 (65)	22 (4)	77 (66)	47 (22)	53 (43)
	Republican	11 (3)	87 (81)	9 (3)	91 (83)	89 (64)	11 (5)
2024 Presidential Vote Intention	Trump	10 (4)	89 (83)	7 (2)	93 (86)	93 (67)	7 (2)
	Biden	84 (42)	14 (5)	94 (57)	6 (2)	7 (2)	92 (88)

Very Favorable and Very Unfavorable in parentheses.

The favorable and unfavorable evaluations of Biden and Harris are very similar across most of the socio-demographic sub-groups, with only seven instances where there exists a noteworthy difference between the former and likely future 2024 Democratic standard bearers.

First, 20% of white likely voters have a very favorable evaluation of Biden, compared to 14% with a very favorable evaluation of Harris.

Second, 25% of likely voters belonging to the combined Silent Generation/Baby Boomer cohort have a very favorable opinion of Biden, compared to 19% for Harris.

Third, 28% of Millennials have a very favorable evaluation of Biden, compared to 22% with a very favorable evaluation of Harris.

Fourth, 20% of Gen-Zs have a very favorable opinion of Biden, compared to 14% for Harris. However, 31% of Gen-Zs have a very unfavorable opinion of Biden, compared to 22% for Harris.

Fifth, 25% of likely voters whose highest level of educational attainment is a four-year or post-graduate degree have a very favorable evaluation of Biden, compared to 17% for Harris.

Sixth, 88% of likely voters who identify as Democrats have a favorable opinion of Biden, including 52% who have a very favorable opinion of the president. By comparison, 83% of these same Democrats have a favorable opinion of Harris, with 42% holding a very favorable evaluation of the vice president.

Seventh, 94% of likely voters who intended to vote for Biden have a favorable evaluation of the president, including 57% with a very favorable evaluation. In contrast, 84% of these Biden voters have a favorable opinion of Harris, with 42% having a very favorable evaluation. And, while 6% of Biden voters have an unfavorable opinion of Biden, 14% have an unfavorable opinion of Harris.

Biden and Harris, respectively, have a positive net-favorability rating among four and five of the 17 socio-demographic sub-groups in Table 2, and a negative net-favorability rating among 12.

The four highest net favorability ratings for Harris are among Biden likely voters (+70%), Democratic likely voters (+68%), Black likely voters (+63%), and Generation Z likely voters (+3%).

The four highest net favorability ratings for Biden are among Biden likely voters (+88%), Democratic likely voters (+76%), Black likely voters (+58%) and Millennial likely voters (+3%).

The six lowest net favorability ratings for Harris are among Trump likely voters (-79%), Republican likely voters (-76%), Independent likely voters (-58%), Silent Generation/Baby Boomer cohort likely voters (-29%), white likely voters (-27%), and male likely voters (-15%).

The six lowest net favorability ratings for Biden are among Trump likely voters (-86%), Republican likely voters (-82%), Independent likely voters (-55%), Silent Generation/Baby Boomer cohort likely voters (-25%), white likely voters (-22%), and likely voters whose highest level of educational attainment is less than a four-year degree (-15%).

Trump has a positive net-favorability rating among seven of the 17 socio-demographic sub-groups in Table 2 and a negative net-favorability rating among 10.

The four highest net-favorability ratings for Trump are among Trump likely voters (+86%), Republican likely voters (+78%), white likely voters (+14%), and likely voters whose highest level of educational attainment is a high school degree or less (+13%).

The six lowest net favorability ratings for Trump are among Biden likely voters (-85%), Democratic likely voters (-81%), Black likely voters (-55%), Generation Z likely voters (-14%), Latino likely voters (-13%) and Millennial likely voters (-10%).

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