



THE 2024 PRESIDENTIAL AND
TEXAS U.S. SENATE ELECTION CONTESTS

A STUDY OF TEXAS VOTERS AND TEXAS HISPANIC VOTERS

SEPTEMBER 23, 2024



TEXAS HISPANIC
POLICY FOUNDATION

BOARD OF DIRECTORS



**Hon. Jason
Villalba**
*Chairman of the
Board*



**Hon. Hope
Andrade**
Board Member



**Hon. Leticia
Van De Putte**
Board Member



**Elizabeth
Lorenz**
Board Member



**Regina
Montoya**
Board Member



**Robert A.
Estrada**
Board Member



**Trey
Newton**
Board Member

OFFICERS



**Hon. Jason
Villalba**
*Chief Executive
Officer*



**Regina
Montoya**
President



**Trey
Newton**
*Chief Operating
Officer*



**Dr. Mark
Jones, Ph.D.**
*Chief Information and
Analytics Officer*

ABOUT THE TEXAS HISPANIC POLICY FOUNDATION

The Texas Hispanic Policy Foundation operates as a nonpartisan, nonprofit 501(c)(3) organization, dedicated and committed to analyzing and exploring the political, economic, social, demographic, and familial attitudes and behaviors of Texas Hispanics. The Foundation conducts surveys, polls, research, data collection and analysis concerning the Hispanic population in Texas. You can find more information about the Foundation at www.TxHPF.org.

EXECUTIVE SUMMARY

The Texas Hispanic Policy Foundation conducted a survey of 1,200 likely Texas voters between September 13 and 18, 2024. The survey population of 1,200 has a margin of error of +/- 2.83% and is representative of those Texas registered voters who are likely to vote in November of 2024.

2024 PRESIDENTIAL VOTE INTENTION AMONG TEXAS LIKELY VOTERS

Republican Donald Trump (50%) holds a 6 percentage point lead over Democrat Kamala Harris (44%) among Texas likely voters, with 2% intending the vote for minor party candidates and 4% undecided.

97% of Trump voters and 97% of Harris voters report they will not change their vote before election day, with only 3% of each candidate's supporters saying they might change their mind.

51% of likely voters have a favorable opinion of Trump (41% very favorable), and 48% an unfavorable opinion (45% very unfavorable), with 1% not having an opinion.

44% of Texas likely voters have a favorable opinion of Harris (33% very favorable), and 54% an unfavorable opinion (50% very unfavorable), with 2% not having an opinion.

Four issues stand out as the most important to Texas likely voters when making their 2024 presidential vote decision, with 30% citing the economy as the most important issue, 23% the future of democracy, 20% immigration & border security and 13% reproductive rights.

The three issues listed as the most important to their presidential vote decision by Trump voters are: the economy (46%), immigration & border security (37%) and the future of democracy (9%).

The three issues listed as the most important to their presidential vote decision by Harris voters are: the future of democracy (41%), reproductive rights (26%) and the economy (11%).

Harris and Trump are effectively tied among Hispanic likely voters (49% vs. 43%), while Trump enjoys a large advantage among white likely voters (60% vs. 35%) and Harris an even larger 61 percentage point advantage among Black likely voters (78% vs. 17%).

75% of Texas Hispanics who are Born-Again Christians intend to vote for Trump, compared to 32% of Hispanic Catholics and 18% of non-religious Hispanics.

24% of Texas Hispanics who are Born-Again Christians intend to vote for Harris, compared to 61% of Hispanic Catholics and 69% of non-religious Hispanics.

Trump holds a 22 percentage point advantage over Harris among men (58% vs. 36%) and Harris holds a 7 percentage point advantage over Trump among women (50% vs. 43%).

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

Republican incumbent Ted Cruz (48%) holds a 3 percentage point lead over Democrat Colin Allred (45%) among Texas likely voters, with 2% intending to vote for Libertarian Ted Brown and 5% undecided.

93% of Cruz voters and 92% of Allred voters report they will not change their vote between now and November, while 7% and 8% might change their mind.

30% of likely voters don't know enough about Allred to have an opinion about him, compared to only 3% who don't know enough about Cruz to have a favorable or unfavorable opinion of him.

41% of likely voters have a favorable opinion of Allred (25% very favorable) and 29% an unfavorable opinion (21% very unfavorable).

47% of likely voters have a favorable opinion of Cruz (35% very favorable) and 50% an unfavorable opinion (45% very unfavorable).

Allred leads Cruz by 11 percentage points among Hispanic likely voters (50% vs. 39%), while Cruz holds a 21 percentage point advantage among white likely voters (58% vs. 37%) and Allred an even larger 61 percentage point advantage among Black likely voters (77% vs. 16%).

65% of Texas Hispanics who are Born-Again Christians intend to vote for Cruz, compared to 31% of Hispanic Catholics and 13% of non-religious Hispanics.

29% of Texas Hispanics who are Born-Again Christians intend to vote for Allred, compared to 61% of Hispanic Catholics and 72% of non-religious Hispanics.

Cruz holds a 20 percentage point advantage over Allred among men (57% vs. 37%) and Allred holds a 12 percentage point advantage over Cruz among women (52% vs. 40%).

THE 2024 PRESIDENTIAL AND U.S. SENATE ELECTION CONTESTS

The Texas Hispanic Policy Foundation conducted a representative survey of Texas registered voters who are likely to vote in the November 2024 general election. The survey was fielded between September 13 and 18 by contacting registered voters via SMS messages through which the respondents were directed to an online survey platform with the option to complete the survey in English or in Spanish. The survey population of 1,200 has a margin of error of +/- 2.83% and is representative of those Texas registered voters who are likely to vote in November of 2024.

This report examines vote intention of likely Texas voters in the 2024 presidential election and in the 2024 Texas U.S. Senate election. A final section examines intra-group differences among Texas Hispanic likely voters in regard to their vote intention in the races for president and the U.S. Senate.

1. SURVEY POPULATION DEMOGRAPHICS

White likely voters account for 57% of this survey population of likely Texas voters, Hispanic likely voters for 24%, Black likely voters for 13%, and others for 6%. Women represent 54% of this population and men 46%. Likely voters between the ages of 18 and 29 account for 17% of this population, those ages 30 to 44 for 25%, those ages 45 to 64 for 38% and those 65 and older for 20%. The highest level of educational attainment of 49% of the population is a four-year college degree or a post-graduate degree, of 36% of the population is a two-year college degree or some college, and of 15% of the population is a high school degree or less. Republicans account for 49% of this population, Democrats for 38% and Independents for 12%, with 1% unsure of their partisan identification. 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.

2. 2024 PRESIDENTIAL VOTE INTENTION AMONG TEXAS LIKELY VOTERS

The respondents were presented with a list of the four presidential candidates who will be on the Texas ballot this fall and asked, if the election were held today, which one would they vote for. The four presidential candidates are Republican Donald Trump, Democrat Kamala Harris, Libertarian Chase Oliver, and the Green Party's Jill Stein. The respondents also were asked if they were certain about how they would vote in November of 2024, or if they might change their mind between now and then.

Table 1 contains the 2024 presidential vote intention of these Texas likely voters along with the proportion who are certain about their vote choice and the proportion who might change their mind between now and November 5th. Trump holds a six percentage point lead over Harris (50% to 44%), with 1% and 1% intending to vote for Stein and Oliver, respectively, and 4% remaining unsure about their presidential vote. Virtually all Harris (97%) and Trump (97%) voters are certain about their November vote, with only 3% and 3% who respectively indicate that they might change their mind about who to vote for between now and November.

Table 1: 2024 Presidential Vote Intention & Certainty of Vote

Candidates	Vote Intention (%)	Certain About Vote (%)	Might Change Mind (%)
Donald Trump (R)	50%	97%	3%
Kamala Harris (D)	44%	97%	3%
Jill Stein (G)	1%	36%	64%
Chase Oliver (L)	1%	85%	15%
DK/Unsure	4%	-	-

Table 2 provides the distribution of the 2024 presidential vote intention of likely voters broken down by gender, ethnicity/race, age, education, partisanship and the 2020 presidential vote.

Table 2: Socio-Demographic Groups and 2024 Texas Presidential Vote Intention

Demographic	Sub-Group	Trump (%)	Harris (%)	DK/Unsure (%)
Gender	Women	43%	50%	5%
	Men	58%	36%	3%
Ethnicity/Race	White	60%	35%	3%
	Hispanic	43%	49%	4%
	Black	17%	78%	5%
Age	18-29	44%	45%	4%
	30-44	43%	49%	5%
	45-64	50%	45%	4%
	65+	63%	33%	3%
Education	High School	62%	31%	4%
	2-Yr/Some College	56%	38%	4%
	4-Yr/Post-Grad	42%	51%	5%
Partisan ID	Republican	92%	5%	3%
	Independent	37%	36%	13%
	Democrat	2%	96%	1%
2020 Vote	Trump	91%	3%	4%
	Biden	6%	91%	2%
	Did Not Vote	45%	39%	8%

Trump holds a 22 percentage point lead (58% to 36%) over Harris among men, while Harris holds a seven percentage point lead (50% to 43%) over Trump among women.

Trump's vote intention (60%) among white voters is 25 percentage points greater than that of Harris (35%), while Harris's vote intention among Black voters (78%) is more than four times that of Trump (17%). Relatively equal proportions of Hispanic voters intend to vote for Harris (49%) and Trump (43%).

Harris (45%) and Trump (44%) are effectively tied among voters ages 18 to 29. Harris holds a six percentage point lead over Trump (49% to 43%) among likely voters ages 30 to 44, similar to Trump's five percentage point lead over Harris (50% to 45%) among likely voters ages 45 to 64. In contrast to the relative closeness of the race among voters under the age of 65, Trump holds a substantial 30 percentage point advantage (63% to 33%) over Harris among likely voters age 65 and older.

Trump possesses a 31 percentage point lead over Harris (62% to 31%) among voters whose highest level of educational attainment is a high school degree or less, and an 18 percentage point lead (56% to 38%) among voters whose highest level of educational attainment is some college or a two-year degree. Harris holds a nine percentage point advantage over Trump (51% to 42%) among voters whose highest level of educational attainment is a four-year or post-graduate degree.

More than nine out of ten Republicans (92%) intend to vote for Trump just as more than nine out of ten Democrats (96%) intend to vote for Harris. Only 5% of Republicans and 2% of Democrats intend to vote for Harris and Trump, respectively. Trump (37%) and Harris (36%) have a comparable vote intention among Independents, more than one in ten (13%) of whom remain undecided, with 8% intending to vote for the Green Party's Jill Stein and 6% for Libertarian Chase Oliver.

Among those likely voters who cast a ballot in the 2020 presidential race, 91% of 2020 Trump voters intend to vote for Trump in 2024, while 3% intend to vote for Harris, with 4% undecided and 2% supporting minor party candidates. More than nine out of ten (91%) 2020 Biden voters intend to vote for Harris in 2024, while 6% intend to vote for Trump, 2% remain undecided and 1% intend to vote for minor party candidates. Trump (45%) and Harris (39%) possess a similar vote intention among likely 2024 voters who did not cast a ballot in the 2020 presidential election.

The respondents were provided with a rotated list of ten issues widely considered to be salient to voters' election calculus in the 2024 presidential election (see Table 4) and asked which one of the issues was the most important in deciding their vote for president this year. The issues are: the economy, the future of democracy, immigration & border security, reproductive rights, gun control, health care, foreign policy, education, housing, and climate change. Respondents also had the option of responding that something else was the most important issue or that they did not know or were unsure.

More than one in ten of these Texas likely voters listed four issues as being the most important in determining their presidential vote choice in 2024. The issue which is the most important for the highest proportion of likely Texas voters when deciding for which presidential candidate to vote in 2024 is the economy (30%), followed by the future of democracy (23%), immigration & border security (20%) and reproductive rights (13%). The salience of the remaining six issues is

much lower, ranging from a high of 3% for gun control and health care to a low of 1% for education, climate change and housing, with foreign policy and something else in between at 2%.

Table 3. The Most Important Issue in Deciding Texas Voters' 2024 Presidential Vote

Issue	All Voters	Trump Voters	Harris Voters
The Economy	30%	46%	11%
The Future of Democracy	23%	9%	41%
Immigration & Border Security	20%	37%	2%
Reproductive Rights	13%	1%	26%
Gun Control	3%	1%	4%
Health Care	3%	1%	5%
Foreign Policy	2%	2%	2%
Education	1%	0%	2%
Housing	1%	1%	1%
Climate Change	1%	0%	2%
Something Else	2%	1%	2%
Don't Know/Unsure	1%	1%	2%

There exist profound differences in the issues that are most important to the presidential decision of Trump and Harris voters.

Nearly one-half (46%) of Trump voters cite the economy as their top issue, followed relatively closely by immigration and border security (37%), and, at a considerable distance, by the future of democracy (9%). All of the remaining issues are listed as the most important to their presidential vote decision by only 2% (foreign policy), 1% (reproductive rights, gun control, health care, housing) or 0% (education, climate change) of Trump voters.

More than two-fifths (41%) of Harris voters cite the future of democracy as the most important issue influencing their presidential vote choice, followed by reproductive rights (26%) and the economy (11%). All of the remaining issues are listed by between 5% (health care) and 1% (housing) of likely Harris voters, with immigration & border security, foreign policy, education and climate change in between the most important issue for 2% of Harris voters and gun control for 4%.

3. 2024 U.S. SENATE VOTE INTENTION AMONG TEXAS LIKELY VOTERS

The respondents were asked about their vote intention in the 2024 Texas U.S. Senate election between Republican Ted Cruz, Democrat Colin Allred and Libertarian Ted Brown. Similar to the case for the presidential vote intention, they also were asked about whether they were certain about their vote, or if they might change their mind between now and November. Table 4 contains the results.

Table 4: 2024 U.S. Senate Vote Intention & Certainty of Vote Among Texas Likely Voters

Candidates	Vote Intention (%)	Certain About Vote (%)	Might Change Vote (%)
Ted Cruz (R)	48%	93%	7%
Colin Allred (D)	45%	92%	8%
Ted Brown (L)	2%	75%	25%
Unsure/DK	5%	-	-

Cruz holds a three percentage point lead over Allred, 48% to 45%, with 2% of likely voters intending to vote for Brown and 5% undecided. More than nine out of ten Cruz (93%) and Allred (92%) voters indicate they are certain about their vote choice in November, while 7% and 8%, respectively, indicate they still might change their mind between now and November.

Table 5 provides the distribution of the 2024 Texas U.S. Senate vote intention of likely voters broken down by gender, ethnicity/race, age, education, partisanship and 2024 presidential vote intention.

Table 5: Socio-Demographic Groups and 2024 Texas U.S. Senate Vote Intention

Demographic	Sub-Group	Cruz	Allred	Brown	Unsure
Gender	Women	40%	52%	2%	6%
	Men	57%	37%	2%	4%
Ethnicity/Race	White	58%	37%	1%	4%
	Hispanic	39%	50%	2%	9%
	Black	16%	77%	2%	5%
Age	18-29	34%	48%	4%	14%
	30-44	43%	51%	2%	4%
	45-64	49%	45%	2%	4%
	65+	64%	33%	0%	3%
Education	High School	58%	32%	3%	7%
	2-Yr/Some College	53%	39%	1%	7%
	4-Yr/Post-Grad	41%	54%	2%	3%
Party	Republican	88%	6%	1%	5%
	Independent	37%	44%	5%	14%
	Democrat	1%	95%	1%	3%
2024 Vote	Trump	90%	3%	2%	5%
	Harris	1%	94%	1%	4%
	DK/Oliver/Stein	28%	41%	13%	18%

Allred (52%) holds a 12 percentage point lead in vote intention over Cruz (43%) among women, while Cruz holds a 20 percentage point lead over Allred among men (57% to 37%).

More than half of white voters intend to vote for Cruz (58%), compared to 37% who intend to vote for Allred. Allred enjoys an 11 percentage point advantage over Cruz in vote intention among Hispanic voters (50% to 39%), and an almost five to one advantage over Cruz among Black voters (77% to 16%).

Allred holds a 14 percentage point lead over Cruz in vote intention among voters ages 18 to 29 (48% to 34%), while Cruz holds a 31 percentage point advantage over Allred in vote intention among voters age 65 and older (64% to 33%). In between these two extremes, Allred leads Cruz by eight percentage points among likely voters ages 30 to 44 (51% to 43%) while Cruz leads Allred by four percentage points among those ages 45 to 64 (49% to 45%).

Cruz (58%) holds an almost two to one advantage over Allred (32%) among those voters whose highest level of educational attainment is a high school degree or less. Allred (54%) holds a 13 percentage point advantage over Cruz (41%) among those voters with a four-year degree or a post-graduate degree as their highest level of educational attainment, while Cruz holds a similar

14 percentage point advantage over Allred (53% to 39%) among voters who have attended some college or possess a two-year degree.

An overwhelming majority of Republicans (88%) and Democrats (95%) intend to vote for Cruz and Allred, respectively. Among these partisans, 6% of Republicans intend to vote for Allred and 1% of Democrats for Cruz. Allred leads Cruz among Independents by seven percentage points, 44% to 37%, with 5% of Independents intending to vote for Brown and 14% undecided.

Nine out of ten Trump voters intend to vote for Cruz (90%), just as more than nine out of ten Harris voters intend to vote for Allred (94%). Only 3% of Trump and 1% of Harris voters intend to vote for Allred and Cruz, respectively.

Cruz, like Trump and Harris, is well-known to Texas likely voters, with a mere 3% not knowing enough about the state's two-term junior senator to have an opinion about him, one way or another (see Table 6). In sharp contrast, three out of ten (30%) likely November 2024 voters don't know enough about Allred to have an opinion about him. Among those with an opinion, 41% have a favorable opinion (25% very favorable), compared to 29% who have an unfavorable opinion (21% very unfavorable). By comparison, 47% of likely voters have a favorable opinion of Cruz (35% very favorable), slightly less than the 50% who have an unfavorable opinion of the senator (45% very unfavorable).

Table 6: Favorable & Unfavorable Evaluations of Four Statewide Federal Candidates

Candidate	Favorable	Unfavorable	Don't Know Enough
Kamala Harris	44% (33)	54% (50)	2%
Donald Trump	51% (41)	48% (45)	1%
Ted Cruz	47% (35)	50% (45)	3%
Colin Allred	41% (25)	29% (21)	30%

Note: Proportion strongly favorable and unfavorable in parentheses.

4. PRESIDENTIAL & U.S. SENATE VOTE INTENTION AMONG HISPANIC LIKELY VOTERS

The overall sample population of 1,200 contains within it a representative population of 326 Hispanic likely voters (margin of error of +/- 5.43%). This section explores the vote intention of different Hispanic sub-groups based on gender, age, education, partisan identification, religion, generational status, Hispanic lineage, and language use in the home.

Table 7 provides the distribution of the vote intention of likely Texas Hispanic voters in the 2024 presidential election.

The three most noteworthy findings of differences in presidential vote intention in Table 7 are related to religion, gender and education.

Table 7: Presidential Vote Intention Among Texas Hispanic Voters

Demographic	Sub-Group	Trump	Harris	DK/Unsure
Gender	Women	36%	57%	4%
	Men	52%	39%	4%
Age	18-29	33%	52%	5%
	30-44	46%	47%	5%
	45-64	52%	45%	2%
	65+	36%	58%	6%
Education	High School	50%	46%	0%
	2-Yr/Some College	50%	43%	3%
	4-Yr/Post-Grad	33%	56%	7%
Partisan ID	Republican	90%	9%	1%
	Independent	33%	23%	21%
	Democrat	1%	98%	0%
Religion	Born Again Christian	75%	24%	1%
	Roman Catholic	32%	61%	6%
	Not Religious	18%	65%	6%
Generation	Immigrant	43%	47%	5%
	First Generation	46%	39%	15%
	Second Generation	43%	51%	2%
	Third Generation+	42%	48%	2%
Grandparents	4 Hispanic	44%	51%	3%
	Less than 4 Hispanic	42%	42%	8%
Language-Home	Only English Spoken	44%	47%	4%
	Spanish Spoken	43%	49%	4%

First, Trump's vote intention among Hispanic Born Again Christians is significantly greater than that of Harris (75% to 24%), just as Harris's vote intention among Catholic (non-Born Again) and non-religious Hispanics is significantly greater than that of Trump (61% to 32% and 65% to 18%, respectively).

Second, Harris holds a 21 percentage point advantage over Trump among Hispanic women (57% to 36%), while Trump holds a 13 percentage point advantage over Harris among Hispanic men (52% to 39%).

Third, Harris's vote intention is 23 percentage points greater than that of Trump among Hispanic likely voters whose highest level of educational attainment is a four-year college degree or post-

graduate degree (56% to 33%), while Trump enjoys a modest seven and four percentage point advantage among Hispanic likely voters whose highest level of educational attainment is a two-year degree or some college (50% to 43%) or a high school degree or less (50% to 46%).

Table 8 provides the distribution of the vote intention of likely Texas Hispanic voters in the U.S. Senate election between Republican Ted Cruz, Democrat Colin Allred and Libertarian Ted Brown. The vote intentions for Cruz, Allred and of those who remain undecided are provided in the table.

Table 8: U.S. Senate Vote Intention Among Texas Hispanic Voters

Demographic	Sub-Group	Cruz	Allred	DK/Unsure
Gender	Women	30%	56%	12%
	Men	49%	43%	5%
Age	18-29	23%	54%	18%
	30-44	42%	50%	8%
	45-64	49%	45%	3%
	65+	39%	56%	5%
Education	High School	40%	41%	15%
	2-Yr/Some College	42%	44%	12%
	4-Yr/Post-Grad	35%	61%	3%
Partisan ID	Republican	83%	12%	4%
	Independent	27%	40%	26%
	Democrat	1%	95%	4%
2024 President	Trump	85%	5%	8%
	Harris	2%	92%	6%
Religion	Born Again Christian	65%	29%	2%
	Roman Catholic	31%	61%	6%
	Not Religious	13%	72%	12%
Generation	Immigrant	36%	56%	6%
	First	46%	44%	10%
	Second	40%	52%	6%
	Third+	33%	50%	12%
Grandparents	4 Hispanic	42%	45%	10%
	Less than 4 Hispanic	37%	52%	9%
Language-Home	Only English Spoken	39%	49%	11%
	Spanish Spoken	38%	51%	8%

The three most noteworthy findings of differences in U.S. Senate vote intention in Table 8 are related to religion, gender and education.

First, Cruz's vote intention among Hispanic Born Again Christians is significantly greater than that of Allred (65% to 29%), just as Allred's vote intention among Catholic and non-religious Hispanics is significantly greater than that of Cruz (61% to 31% and 72% to 12%, respectively).

Second, Allred holds a 26 percentage point advantage over Cruz among Hispanic women (56% to 30%), while Cruz holds a six percentage point advantage over Allred among Hispanic men (49% to 43%).

Third, Allred's vote intention is 26 percentage points greater than that of Cruz among Hispanic likely voters whose highest level of educational attainment is a four-year college degree or post-graduate degree (61% to 35%). Allred and Cruz are effectively tied among Hispanic likely voters whose highest level of educational attainment is a two-year degree or some college (44% to 42%) or a high school degree or less (41% to 40%).