



Overton Insights/Texas Public Policy Foundation

Texas Toplines and Demographic Variables

Geography	Texas
Universe	Likely voters
Sample	n=1,167
MOE	+/- 2.9 percentage points
Field dates	August 24, 2026 to August 26, 2026

Methodology note

In keeping with the AAPOR Transparency Initiative, any public release of this study should disclose the sponsor and research organization, exact questionnaire wording, population under study, sample source and recruitment method, mode(s) of data collection, field dates, unweighted sample size, weighting variables and targets, data quality procedures, and the general limitations of survey research. The following methodological note is consistent with the Initiative.

This study captures public opinion of a random sample of likely voters in Texas. The survey was sponsored by Texas Public Policy Foundation and conducted by employees of Overton Insights. Respondents were recruited through MMS texts. A total of 1,167 completed interviews is included in the final dataset. Fieldwork was conducted from August 24, 2026 to August 26, 2026. Respondents completed a self-administered online questionnaire in English.

This report presents weighted results and the exact wording of the questions reported. Results were weighted on gender, age, education, and race to reflect the likely voter population in Texas. Survey records were also matched to voter file data to append analytic variables used in reporting, including the geographic breakouts. The margin of error for the full sample is +/- 2.9 percentage points.

Processing and quality. Following raw data collection, the survey was analyzed for duplicates, response speed thresholds, and identity checks. On duplicate responses: the rule-based framework kept only the first response. Any survey completions taking less than 30 seconds were excluded. On identity checks: responses were specifically tied to individuals through cell phone and an "auth_code" tracking id. No individuals were allowed to show up in the final response dataset more than once. No attention or logic tests were inserted into the survey. Based on the mentioned rules, a total of 235 submissions were excluded, leaving 1,167 complete interviews in the final analytic dataset. Counts excluded at successive, nonoverlapping cleaning steps were: duplicate submissions, 0; completion times under 30 seconds, 0; missing weighting variables, 235; and other exclusions, 0.

The reported estimates have not been adjusted for design effects or clustering.

As with all survey research, the results are subject to potential sources of error, including nonresponse bias, coverage limitations, measurement error, weighting effects, and question-wording or order effects.

Weighted Toplines

Weighted percentages for every substantive question in the combined poll

Q1. Trump Job Approval

Do you approve or disapprove of the way Donald Trump is handling his job as President?

Response option	Weighted %
Strongly approve	30.1%
Somewhat approve	14.1%
Somewhat disapprove	7.3%
Strongly disapprove	48.6%
Total approve	44.1%
Total disapprove	55.9%

Q2. RNC Midterm Convention Impact

The Republican National Committee is holding a midterm convention in Dallas this September, ahead of the November elections. How much of an impact, if any, do you think this convention will have on the outcome of the midterm elections?

Response option	Weighted %
A great deal of impact	16.3%
Some impact	39.1%
Not much impact	28.9%
No impact at all	15.7%

Q3. Tariffs Approval

Do you approve or disapprove of the tariffs the Trump administration has placed on goods imported from other countries?

Response option	Weighted %
Strongly approve	30.2%
Somewhat approve	15.7%
Somewhat disapprove	8.5%
Strongly disapprove	45.6%
Total approve	45.9%
Total disapprove	54.1%

Q4. Generic Congressional Ballot

If the election for U.S. Congress were held today, would you vote for the Republican candidate or the Democratic candidate in your district?

Response option	Weighted %
The Republican candidate	46.4%
The Democratic candidate	43.6%
Someone else	10.0%

Q5. U.S. Senate Actual Ballot

If the election for U.S. Senate were held today, who would you vote for?

Response option	Weighted %
Ken Paxton, the Republican	43.4%
James Talarico, the Democrat	44.0%
Undecided	12.6%

Q6. U.S. Senate Leaner

If you had to choose today, which Senate candidate do you lean toward the most?

Response option	Weighted %
Ken Paxton, the Republican	52.6%
James Talarico, the Democrat	47.4%

Cumulative with leaners

Response option	Weighted %
Ken Paxton, the Republican	50.0%
James Talarico, the Democrat	50.0%

Q7. U.S. Senate Hypothetical: Cornyn

Now suppose instead that these were the candidates. If the election for U.S. Senate were held today, who would you vote for?

Response option	Weighted %
John Cornyn, the Republican	42.7%
James Talarico, the Democrat	43.6%
Undecided	13.7%

Q8. U.S. Senate Hypothetical: O'Rourke

Suppose instead that these were the candidates. If the election for U.S. Senate were held today, who would you vote for?

Response option	Weighted %
Ken Paxton, the Republican	48.9%
Beto O'Rourke, the Democrat	42.8%
Undecided	8.3%

Q9. U.S. Senate Hypothetical: Crockett

Suppose instead that these were the candidates. If the election for U.S. Senate were held today, who would you vote for?

Response option	Weighted %
Ken Paxton, the Republican	48.8%
Jasmine Crockett, the Democrat	42.8%
Undecided	8.3%

Q10. Governor Actual Ballot

If the election for Governor were held today, who would you vote for?

Response option	Weighted %
Greg Abbott, the Republican	46.9%
Gina Hinojosa, the Democrat	45.8%
Undecided	7.3%

Q11. Governor Leaner

If you had to choose today, which candidate do you lean toward the most?

Response option	Weighted %
Greg Abbott, the Republican	58.5%
Gina Hinojosa, the Democrat	41.5%

Cumulative with leaners

Response option	Weighted %
Greg Abbott, the Republican	51.2%
Gina Hinojosa, the Democrat	48.8%

Q12. 2028 Primary Participation

Do you plan to vote in the 2028 Republican or Democratic Primary?

Response option	Weighted %
Republican Primary	57.1%
Democratic Primary	32.4%
Neither	10.5%

Q13. 2028 Republican Presidential Primary

If the 2028 Republican primary for President were held today, who would you vote for?

Response option	Weighted %
Marco Rubio	29.5%
J.D. Vance	28.8%
Ron DeSantis	11.2%
Ted Cruz	6.5%
Tucker Carlson	5.9%
Donald Trump Jr.	4.5%
Would not vote	13.6%

Q14. 2028 Democratic Presidential Primary

If the 2028 Democratic primary for President were held today, who would you vote for?

Response option	Weighted %
Kamala Harris	28.4%
Pete Buttigieg	14.2%
Jon Ossoff	11.6%
Gavin Newsom	11.5%
Alexandria Ocasio-Cortez	10.6%
Mark Kelly	9.4%
Josh Shapiro	3.9%
Andy Beshear	0.9%
Rahm Emanuel	0.7%
Would not vote	8.8%

Q15. Texas Political Identity

Politically speaking, which of the following best describes Texas today?

Response option	Weighted %
A red state, meaning reliably Republican	57.0%
A purple state, meaning competitive between the two parties	38.3%
A blue state, meaning reliably Democratic	4.7%

Q16. Immigration Handling

Do you approve or disapprove of the way the Trump administration is handling immigration?

Response option	Weighted %
Strongly approve	41.4%
Somewhat approve	8.3%
Somewhat disapprove	5.6%
Strongly disapprove	44.2%
Unsure	0.5%
Total approve	49.7%
Total disapprove	49.8%

Q17. Most Obnoxious College Fan Base

Just for fun: which of the following college fan bases would you say is the most obnoxious?

Response option	Weighted %
Texas A&M University	29.7%
University of Texas	27.4%
University of Houston	11.2%
Texas Tech University	10.3%
Baylor University	9.6%
Southern Methodist University (SMU)	6.7%
Texas Christian University (TCU)	5.1%

Q18. License Plate Reader Cameras

Do you support or oppose local government's use of automatic license plate reader cameras, such as Flock cameras, at public intersections?

Response option	Weighted %
Strongly support	13.6%
Somewhat support	14.5%
Somewhat oppose	12.6%
Strongly oppose	51.0%
Unsure	8.3%
Total support	28.1%
Total oppose	63.6%

Q19. Texas Power Grid In Extreme Cold

How confident are you that the Texas electric grid can reliably provide power during periods of extreme cold?

Response option	Weighted %
Very confident	11.4%
Somewhat confident	28.8%
Not too confident	28.3%
Not at all confident	28.8%
Unsure	2.6%

Q20. Texas Power Grid In Extreme Heat

How confident are you that the Texas electric grid can reliably provide power during periods of extreme heat?

Response option	Weighted %
Very confident	15.2%
Somewhat confident	33.5%
Not too confident	24.9%
Not at all confident	22.9%
Unsure	3.6%

Q21. Local Data Center Bans

Some communities have begun instituting bans on building new data centers. Do you support or oppose your local community banning data centers?

Response option	Weighted %
Strongly support	44.3%
Somewhat support	10.4%
Somewhat oppose	15.2%
Strongly oppose	22.1%
Unsure	8.0%
Total support	54.7%
Total oppose	37.3%

Q22. Data Centers With Safeguards

Would you support or oppose allowing new data centers to be built in your community as long as certain safeguards are in place, such as requiring them to fund their own electric infrastructure, restricting water usage, and limiting noise pollution?

Response option	Weighted %
Strongly support	17.6%
Somewhat support	20.3%
Somewhat oppose	12.9%
Strongly oppose	41.3%
Unsure	7.9%
Total support	37.9%
Total oppose	54.2%

Q23. Election Security In Texas

Are you confident that elections in Texas are secure against voter fraud?

Response option	Weighted %
Yes, very confident	28.9%
Yes, somewhat confident	33.1%
No, not too confident	18.1%
No, not at all confident	16.5%
Unsure	3.5%

Q24. Immigration Assimilation View

Which of the following comes closest to your view on how immigrants should approach life in the United States?

Response option	Weighted %
Fully adopt U.S. customs	24.8%
Mostly adopt U.S. customs	41.9%
Adopt some, keep most traditions	23.3%
Maintain own customs with little adaptation	4.3%
Unsure	5.7%

Demographic Toplines

Weighted profile for the key break variables used in the report

Primary

2028 primary participation profile.

Category	Weighted %
Republican Primary	57.1%
Democratic Primary	32.4%
Neither	10.5%

Gender

Weighted profile by gender.

Category	Weighted %
Male	49.0%
Female	51.0%

Age Group

Weighted profile by age group.

Category	Weighted %
18-29	8.0%
30-44	17.0%
45-54	19.0%
55-64	23.0%
65 and over	33.0%

Education Category

Weighted profile by education.

Category	Weighted %
High school or less	27.0%
Some college	30.0%
Bachelor's degree	26.0%
Post graduate	17.0%

Race

Weighted profile by race.

Category	Weighted %
White	61.0%
Hispanic	22.0%
Black	9.0%
Asian / Other	8.0%

Living Situation

Weighted profile by living situation.

Category	Weighted %
With spouse / partner	34.4%
With children	21.5%
Alone	12.3%
Multigenerational household	3.8%
With parents	3.2%
With roommates	1.2%
Prefer not to answer / Other	8.5%
No answer	15.1%

Time in Texas

Weighted profile by time in Texas.

Category	Weighted %
Born in Texas and lived here all my life	51.9%
Lived here more than 10 years	42.6%
Lived here between 3 and 10 years	4.4%
Less than 3 years	1.1%

Political Philosophy

Weighted profile by political philosophy.

Category	Weighted %
Very conservative	26.0%
Conservative	27.0%
Moderate	28.0%
Liberal	12.0%
Very liberal	7.0%

Geography

Weighted profile by geographic classification.

Category	Weighted %
Urban counties	73.1%
Suburban counties	18.2%
Rural counties	8.7%