



# HOUSTON ELECTION 2023

VOTER POLICY PRIORITIES & OPINIONS



Hobby School of Public Affairs  
UNIVERSITY OF HOUSTON



## Houston Election 2023 Voter Policy Priorities & Opinions

The Hobby School of Public Affairs at the University of Houston conducted a representative survey of City of Houston likely voters to identify their preferences and opinions regarding the November 7, 2023 municipal election. The survey was fielded between July 12 and July 20, 2023 by contacting likely 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 800 has a margin of error of +/- 3.5% and is representative of those City of Houston residents who are likely to vote in the 2023 mayoral election.

The results of the survey are presented in a series of two reports. The first report examined the mayoral and controller races in November as well as potential runoff scenarios in the contest for mayor. The second report focuses on the impact and importance of policy issues facing the City of Houston in the opinion of the city's likely voters.

### Executive Summary

City of Houston likely voters are closely divided between those who believe things in the City of Houston are headed in the right direction (47%) and in the wrong (53%) direction.

City of Houston likely voters were asked about the priority of policies for Houston's next mayor: a top priority, important but a lower priority, not too important, and should not be addressed.

83% believe that crime should be a top priority.

72% believe that flooding should be a top priority.

65% believe that road and street conditions should be a top priority.

65% believe that the economy and jobs should be a top priority.

44% believe that affordable housing should be a top priority.

34% believe that trash collection and recycling should be a top priority.

16% believe that parks and recreation should be a top priority.

12% believe that animal adoption and control should be a top priority.

Blacks (91%) are more likely than whites (77%) to list crime as a top priority.

Black Democrats (91%) and Latino Democrats (79%) are more likely than white Democrats (59%) to list crime as a top priority, while there is little difference between white (98%) and Latino (95%) Republicans and Black Democrats (91%).

Blacks (72%) are significantly more likely than whites (36%) and Latinos (35%) to list affordable housing as a top priority.

Blacks are also significantly more likely than whites and Latinos to consider extremely or very important to the next mayor's housing agenda policies such as providing residents with funding to pay their rent or mortgage (70% vs. 36% and 36%), requiring developers to build more affordable housing units (74% vs. 42% and 42%), and increasing the number of homeless shelters and temporary housing units (69% vs. 43% and 46%).

City of Houston likely voters were also asked about the impact of a series of issues on the quality of life in their neighborhood, with the proportion saying the issue has a major negative impact (as opposed to a minor negative impact, no negative impact or don't know) on the quality of life in their neighborhood listed below.

50% said roads and streets in bad condition have a major negative impact.

48% said violent crime has a major negative impact.

45% said home and car break-ins have a major negative impact.

39% said illegal drug sale and use have a major negative impact.

39% said the homeless population has a major negative impact.

28% said illegal dumping has a major negative impact.

27% said lack of sidewalks or poor-quality sidewalks have a major negative impact.

26% said poor air quality has a major negative impact.

21% said a lack of street lighting has a major negative impact.

17% said no major grocery store within 1 mile has a major negative impact.

Latinos (68%) and Blacks (61%) are more likely than whites (34%) to say violent crime has a major negative impact.

Latinos (62%) and Blacks (50%) are more likely than whites (35%) to say home and car break-ins have a major negative impact.

Latinos (53%) and Blacks (52%) are more likely than whites (29%) to say illegal drug sale and use have a major negative impact.

Latinos (46%) and Blacks (45%) are more likely than whites (16%) to say illegal dumping has a major negative impact.

Latinos (54%) and Blacks (48%) are more likely than whites (30%) to say the homeless population has a major negative impact.

Latinos (63%) and Blacks (56%) are more likely than whites (41%) to say that roads and streets in bad condition have a major negative impact.

54% of likely voters oppose (34% strongly and 20% somewhat) the recent conversion by the City of Houston of motor vehicle lanes into dedicated bicycle lanes, while 41% support this policy (17% strongly and 24% somewhat).

The three Texas and Houston area political figures evaluated with the highest combined favorable ratings among likely Houston voters are Houston Mayor Sylvester Turner (52%), Harris County Judge Lina Hidalgo (48%) and Texas Governor Greg Abbott (38%).

The three Texas and Houston area political figures evaluated with the highest combined unfavorable ratings among likely Houston voters are Texas Attorney General Ken Paxton (70%), U.S. Senator Ted Cruz (64%) and Abbott (62%).

46% of Houston likely Democratic voters have a favorable opinion of U.S. Congressman Colin Allred who is running in the 2024 Democratic U.S. Senate primary, while 8% have an unfavorable opinion and 46% do not know enough about Allred to have an opinion.

34% of Houston likely Democratic voters have a favorable opinion of Texas State Senator Roland Gutierrez who is running in the 2024 Democratic U.S. Senate primary, while 8% have an unfavorable opinion and 58% do not know enough about Gutierrez to have an opinion.

The Houston Astros are the favorite professional sports team of 57% of Houston likely voters, followed by the Houston Texans (10%), Houston Rockets (7%), Houston Dynamo (3%), Houston Dash (1%), Houston Roughnecks (1%) and Houston SaberCats (1%). One in five (20%) likely voters does not have a favorite team.

### **Survey Population Demographics**

White Houstonians account for 46% of this survey population of City of Houston likely voters, Black Houstonians 30%, Latino Houstonians 18%, and others 6% (2% Asian American, 4% Something Else). Women account for 50% of the population, men for 48%, and others for 2%. Regarding generations, 50% of the population belongs to the combined Silent Generation (born between 1928-1945) and Baby Boomer (1946-1964) cohort, 30% to Generation X (Gen-X) (1965-1980), and 20% to the combined Millennial (1981-1996) generation and Generation Z (1997-2012) cohort. One-half (50%) of the population identifies as Democrat and 34% as Republican, with 12% identifying as Independent and 4% unsure of their partisan identification or identifying with a minor party.

## Are Things in Houston Heading in the Right or Wrong Direction?

As illustrated in Figure 1, likely Houston voters are divided relatively equally between those who believe things in the City of Houston are headed in the right direction (47%) and in the wrong direction (53%).

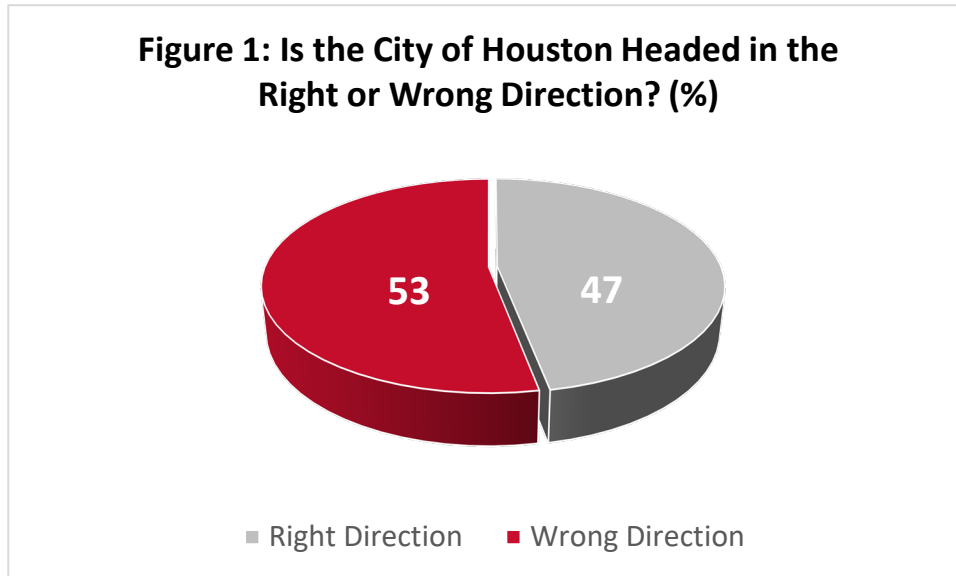


Table 1 provides the distribution of likely voters who believe things in the city are heading in the right and wrong direction, broken down by ethnicity/race, gender, generation and partisanship.

**Table 1: Demographic Groups & the Direction in Which Houston is Headed? (%)**

Demographic	Sub-Group	Right Direction	Wrong Direction
Ethnicity/Race	White	44	56
	Black	63	37
	Latino	38	62
Gender	Women	53	47
	Men	42	58
Generation	Silent/Boomer	50	50
	Gen-X	41	59
	Millennial/Gen-Z	48	52
Partisanship	Democrat	77	23
	Republican	10	90
	Independent	27	73

While a significant majority of Latino (62% vs. 38%) and white (56% vs. 44%) likely voters believe things are heading in the wrong rather than right direction, the opposite is true for Black likely voters, 63% of whom believe things are headed in the right direction compared to 37% who see things in Houston heading in the wrong direction.

A narrow majority of women (53% vs. 47%) believe things in the City of Houston are heading in the right direction, while a more substantial majority (58% vs. 42%) of men believe things are headed in the wrong direction.

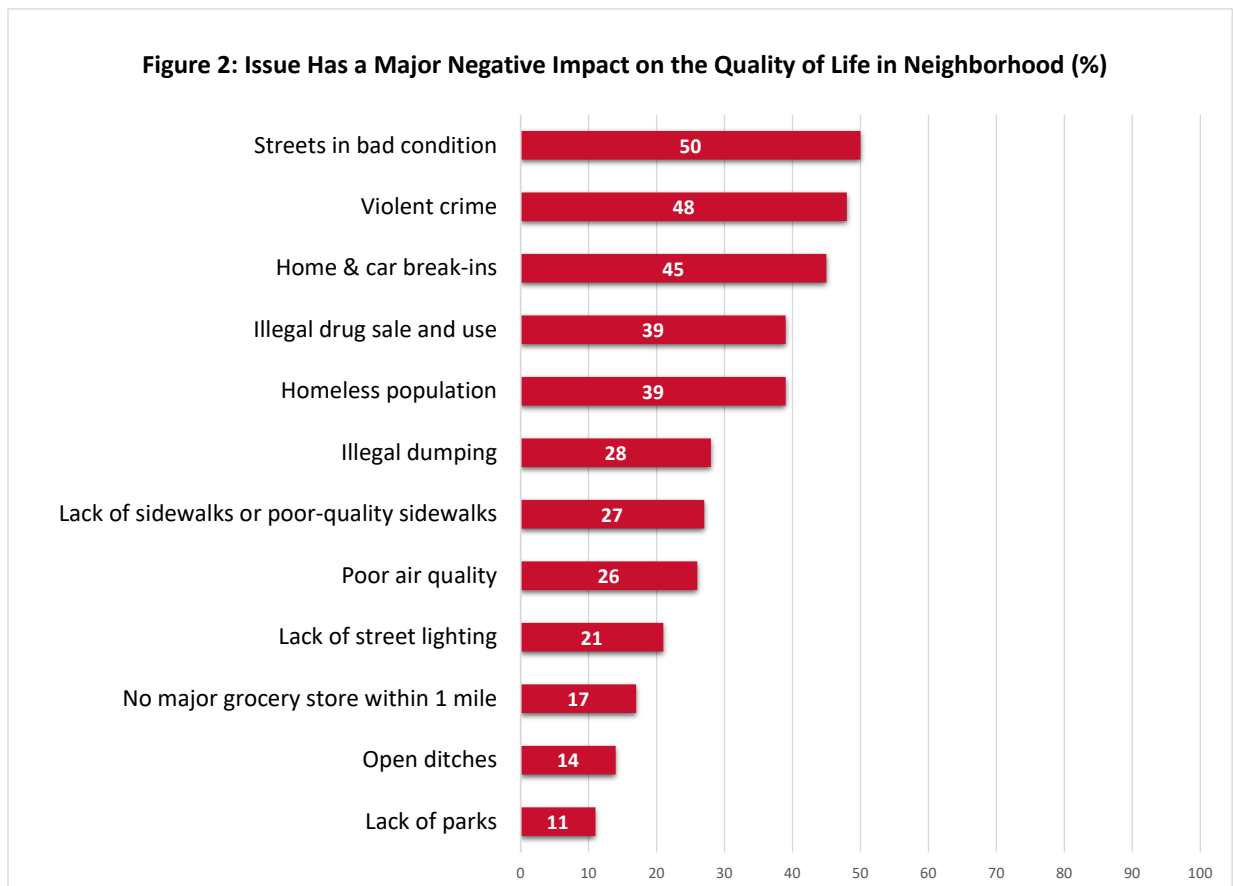
Relatively equal proportions of the members of the Silent Generation/Baby Boomer cohort (50% vs. 50%) and Millennial/Generation Z cohort (48% vs. 52%) believe things in the city are heading in the right and wrong directions, respectively. However, a significantly larger proportion of the members of Generation Z believe things are going in the wrong (58%), rather than the right (42%), direction.

More than three out of four Democrats (77%) believe things in Houston are heading in the right direction, compared to 10% of Republicans and 27% of Independents. Nine out of 10 Republicans (90%) and 73% of Independents believe things in Houston are heading in the wrong direction compared, to 23% of Democrats.

### Impact of Issues on the Quality of Life in Neighborhood

The respondents were presented with 12 issues associated with neighborhood quality of life and asked if they have had a major negative impact, a minor negative impact, or no negative impact on the quality of life in their neighborhood. The respondent could also answer that they did not know.

Figure 2 provides the proportion of likely Houston voters who said the issue has a major negative impact on the quality of life in their neighborhood. The 12 issues fall roughly into three different groups.

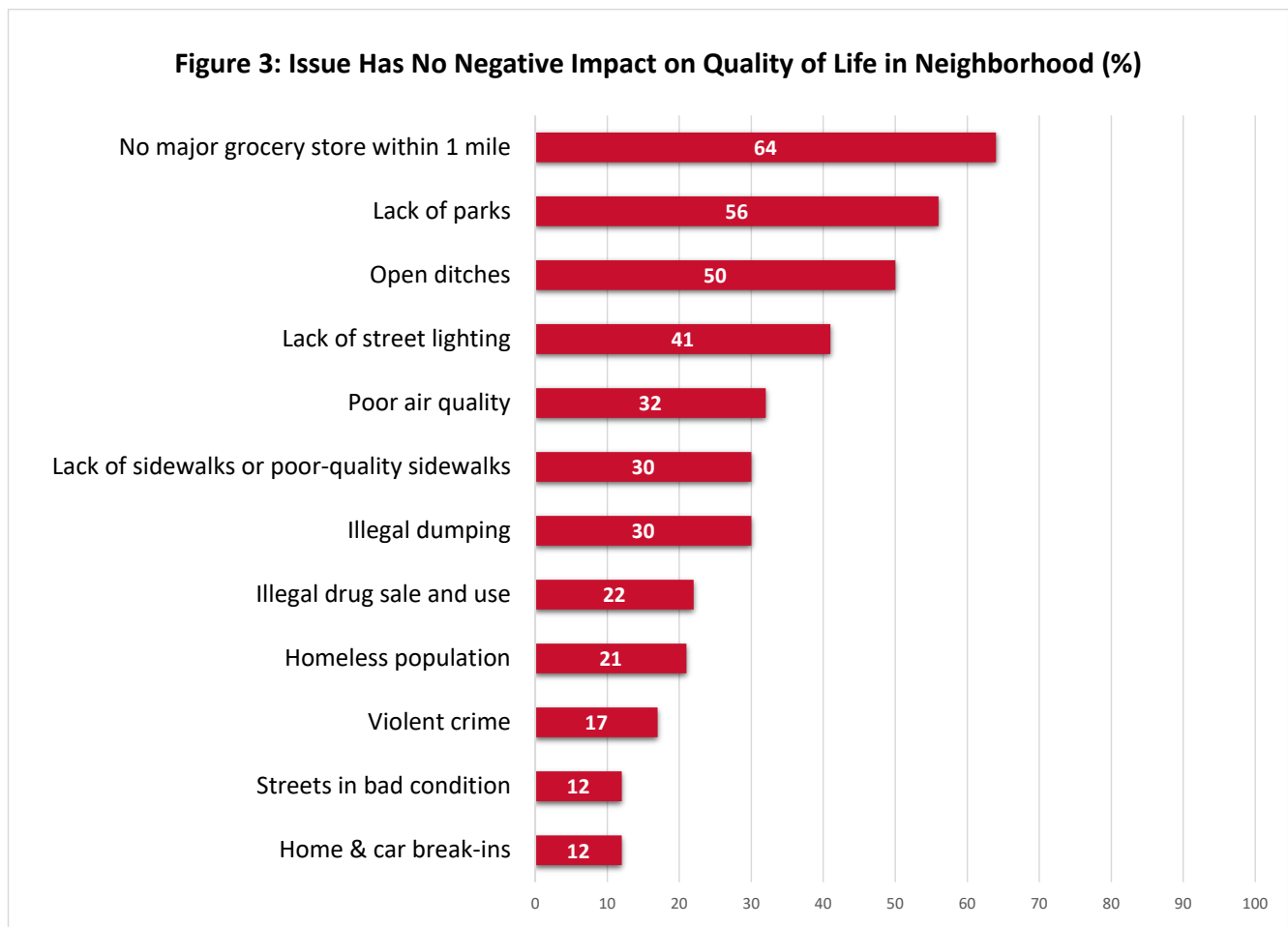


First, is a group of five issues which between approximately two-fifths and one-half of Houston likely voters identify as having a major negative impact on the quality of life in their neighborhood: streets in bad condition (50%), violent crime (48%), home and car break-ins (45%), illegal drug sale and use (39%), and the homeless population (39%).

Second, is a group of five issues that between approximately one-fifth and one-quarter of likely voters identify as having a major negative impact on the quality of life in their neighborhood: illegal dumping (28%), lack of sidewalks or poor-quality sidewalks (27%), poor air quality (26%), lack of street lighting (21%), and no major grocery store within 1 mile (17%).

Third, is a group of two issues that only approximately one in ten likely voters identify as having a major negative impact on the quality of life in their neighborhood: open ditches (14%) and a lack of parks (11%).

Figure 3 looks at the same issues from the vantage point of the proportion of likely voters who said the issue has no negative impact on the quality of life in their neighborhood. The 12 issues fall into four rough groups.



First, is a group of three issues which between approximately one-half and two-thirds of likely voters identify as having no negative impact on the quality of life in their neighborhood: no major grocery store within 1 mile (64%), a lack of parks (56%), and open ditches (50%).

Second, is a group of four issues that between approximately three out of ten and four out of ten likely voters identify as having no negative impact on the quality of life in their neighborhood: lack of street lighting (41%), poor air quality (32%), lack of sidewalks or poor-quality sidewalks (30%), and illegal dumping (30%).

Third, is a group of three issues that approximately one-fifth of likely voters identify as having no negative impact on the quality of life in their neighborhood: illegal drug sale and use (22%), homeless population (21%), and violent crime (17%).

Fourth is a group of two issues that approximately one in ten likely voters identify as having no negative impact on the quality of life in their neighborhood: streets in bad condition (12%), home and car break-ins (12%).

Table 2 provides the proportion of white, Black and Latino likely voters who identify each issue as having a major negative impact on the quality of life in their neighborhood. For all 12 issues, a higher proportion of Black and Latino than white likely voters identify the issue as having a major negative impact on the quality of life in their neighborhood, with these differences significant for all of the issues with two minor exceptions (lack of sidewalks or poor-quality sidewalks vis-à-vis Black likely voters and lack of parks vis-à-vis Latino likely voters).

**Table 2: Ethnicity/Race & Proportion Indicating Issue Has a Major Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	White	Black	Latino
Streets in bad condition	41	56	63
Violent crime	34	61	68
Home & car break-ins	35	50	62
Homeless population	30	48	54
Illegal drug sale and use	29	52	53
Illegal dumping	16	45	46
Lack of sidewalks or poor-quality sidewalks	22	31	35
Poor air quality	19	38	32
Lack of street lighting	14	31	28
No major grocery store within 1 mile	8	38	21
Open ditches	8	22	23
Lack of parks	5	19	17

In the area of crime, 68% of Latinos and 61% of Blacks identify violent crime and 62% and 50% identify home and car break-ins as having a major negative impact on the quality of life in their neighborhood, compared to only 34% and 35% of whites respectively. In regard to other illegal activities, 53% of Latinos and 52% of Blacks identify illegal drug sales and use and 46% and 45% identify illegal dumping as having a major negative impact on the quality of life in their neighborhood compared to only 29% and 16% of whites respectively. Finally, 63% of Latinos and 56% of Blacks identify streets in bad condition and 54% and 48% identify the homeless population as having a major negative impact on the quality of life in their neighborhood compared to 41% and 30% of whites, respectively.

Furthermore, while only between approximately one-fifth and two-fifths of Latino and Black likely voters identify poor air quality (32% and 38%), lack of street lighting (28% and 31%), open ditches (23% and 22%), no major grocery store within one mile (21% and 22%), and a lack of parks (17% and 19%) as having a major negative impact on the quality of life in their neighborhood, these proportions are



notably greater than the respective proportion of white likely voters (19%, 14%, 8%, 8%, 5%) with this opinion.

Table 3 provides the proportion of white, Black and Latino likely voters who identify each issue as not having a negative impact on the quality of life in their neighborhood. With the exception of one issue (home and car break-ins vis-à-vis Blacks) the proportion of white likely voters is greater than that of both Black and Latino likely voters, with the gaps dividing the populations especially noteworthy for six issues: no major grocery store within one mile (78% vs. 38% and 53%), lack of parks (67% vs. 38% and 42%), open ditches (59% vs. 41% and 34%), lack of street lighting (49% vs. 34% and 23%), poor air quality (41% vs. 18% and 24%), and illegal dumping (37% vs. 21% and 18%).

**Table 3: Ethnicity/Race & Proportion Indicating Issue Has No Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	White	Black	Latino
Illegal dumping	37	21	18
Lack of sidewalks or poor-quality sidewalks	33	27	21
Lack of street lighting	49	34	23
Open ditches	59	41	34
Home & car break-ins	13	16	6
Streets in bad condition	13	11	11
No major grocery store within 1 mile	78	38	53
Poor air quality	41	18	24
Violent crime	24	9	11
Lack of parks	67	38	42
Homeless population	25	16	13
Illegal drug sale and use	27	17	14

Table 4 provides the proportion of women and men who identify each issue as having a major negative impact on the quality of life in their neighborhood. By and large, there do not exist any noteworthy gender differences, with the partial exceptions of women being moderately more likely than men to identify poor air quality (33% vs. 19%) and lack of sidewalks or poor-quality sidewalks (32% vs. 21%) as having a major negative impact on the quality of life in their neighborhood.

**Table 4: Gender & Proportion Indicating Issue Has a Major Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	Women	Men	Overall
No major grocery store within 1 mile	22	13	18
Lack of parks	14	9	11
Open ditches	18	10	14
Lack of street lighting	26	18	22
Poor air quality	33	19	26
Illegal dumping	28	30	29
Lack of sidewalks or poor-quality sidewalks	32	21	27
Illegal drug sale and use	39	41	39
Homeless population	39	39	39
Violent crime	47	49	48
Home & car break-ins	43	47	45
Streets in bad condition	51	49	50

Table 5 provides the proportion of women and men who identify each issue as not having a negative impact on the quality of life in their neighborhood. By and large, there do not exist any noteworthy gender differences, with the partial exception of men being moderately more likely than women to identify poor air quality (38% vs. 24%) as having no negative impact on the quality of life in their neighborhood.

**Table 5: Gender & Proportion Indicating Issue Has No Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	Women	Men	Overall
No major grocery store within 1 mile	60	67	63
Lack of parks	54	58	56
Open ditches	47	54	50
Lack of street lighting	36	44	40
Poor air quality	24	38	32
Illegal dumping	29	30	30
Lack of sidewalks or poor-quality sidewalks	28	31	30
Illegal drug sale and use	19	25	22
Homeless population	21	21	21
Violent crime	18	16	17
Home & car break-ins	11	12	12
Streets in bad condition	13	10	12

Table 6 provides the proportion of each generational cohort who identify each issue as having a major negative impact on the quality of life in their neighborhood. By and large, there do not exist any noteworthy generational differences, with one exception. Members of the Millennial/Generation Z cohort (29%) are significantly less likely than their elders (49% and 52%) to identify violent crime as having a major negative impact on the quality of life in their neighborhood.

**Table 6: Generation & Proportion Indicating Issue Has a Major Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	Boomer/Silent	Gen-X	Millennial/Gen-Z
Streets in bad condition	50	53	45
Violent crime	49	52	29
Home & car break-ins	43	49	43
Homeless population	35	46	38
Illegal drug sale and use	43	39	31
Illegal dumping	29	30	26
Lack of sidewalks or poor-quality sidewalks	26	25	31
Poor air quality	24	28	29
Lack of street lighting	21	23	21
No major grocery store within 1 mile	16	20	16
Open ditches	15	15	13
Lack of parks	10	10	16

Table 7 provides the proportion of each generational cohort who identify each issue as not having a negative impact on the quality of life in their neighborhood. By and large, there do not exist any noteworthy generational differences.

**Table 7: Generation & Proportion Indicating Issue Has No Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	Boomer/Silent	Gen-X	Millennial/Gen-Z
No major grocery store within 1 mile	64	64	62
Lack of parks	54	59	55
Open ditches	53	46	49
Lack of street lighting	42	38	41
Poor air quality	30	30	38
Illegal dumping	30	27	33
Lack of sidewalks or poor-quality sidewalks	31	30	27
Illegal drug sale and use	19	22	31
Homeless population	21	16	27
Violent crime	25	15	25
Home & car break-ins	10	12	16
Streets in bad condition	9	16	12

Table 8 provides the proportion of Democrats, Republicans and Independents who identify each issue as having a major negative impact on the quality of life in their neighborhood. Republicans are significantly more likely than Democrats to identify crime-related factors as having a major negative impact on the quality of life in their neighborhood: violent crime (61% vs. 34%), home and car break-ins (58% vs. 33%), and illegal drug sale and use (49% vs. 30%). Democrats are significantly more likely than Republicans to identify a lack of sidewalks or poor-quality sidewalks (33% vs. 17%) and poor air quality (31% vs. 14%) as having a major negative impact on the quality of life in their neighborhood.

**Table 8: Partisan ID & Proportion Indicating Issue Has a Major Negative Impact on Quality of Life in Neighborhood (%)**

Policy Issue	Democrat	Republican	Independent
Streets in bad condition	47	49	64
Violent crime	34	61	59
Home & car break-ins	33	58	49
Homeless population	31	44	44
Illegal drug sale and use	30	49	45
Illegal dumping	27	27	31
Lack of sidewalks or poor-quality sidewalks	33	17	35
Poor air quality	31	14	31
Lack of street lighting	24	15	25
No major grocery store within 1 mile	22	9	15
Open ditches	16	10	18
Lack of parks	13	6	16

Table 9 provides the proportion of Democrats, Republicans and Independents who identify each issue as not having a negative impact on the quality of life in their neighborhood. Republicans are significantly more likely than Democrats to identify having no major grocery store within one mile (75% vs. 59%), a lack of parks (67% vs. 50%), poor air quality (48% vs. 23%), and lack of sidewalks or poor-quality sidewalks (41% vs. 24%) as having no negative impact on the quality of life in their neighborhood. Democrats are significantly more likely than Republicans to identify illegal drug sale and

use (30% vs. 15%) and violent crime (26% vs. 8%) as not having any negative impact on the quality of life in their neighborhood.

**Table 9: Partisan ID & Proportion Indicating Issue Has No Negative Impact on Quality of Life in Neighborhood (%)**

<b>Policy Issue</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
No major grocery store within 1 mile	59	75	60
Lack of parks	50	67	55
Open ditches	49	57	41
Lack of street lighting	38	44	45
Poor air quality	23	48	30
Illegal dumping	33	27	26
Lack of sidewalks or poor-quality sidewalks	24	41	26
Illegal drug sale and use	30	15	17
Homeless population	26	16	19
Violent crime	26	8	11
Home & car break-ins	16	6	12
Streets in bad condition	13	11	11

## Issue Prioritization for the Next Mayor and City Council

The respondents were asked how much of a priority eight different policy issues should be for Houston's next mayor and city council to address over the next four years (i.e., their upcoming term in office). The response options were a top priority, an important but lower priority, not too important, and should not be addressed.

Figure 4 provides the proportion of likely voters who say the issue should be a top priority for the next mayor and city council. More than four out of five (83%) likely voters believe that crime should be a top priority issue, followed by flooding (72%), road and street conditions (65%) and the economy and jobs (65%). Between one-third and one-half of likely voters believe trash collection and recycling (34%) and affordable housing (44%) should be a top priority, while 16% and 12% hold this position regarding parks and recreation and animal adoption and control, respectively.

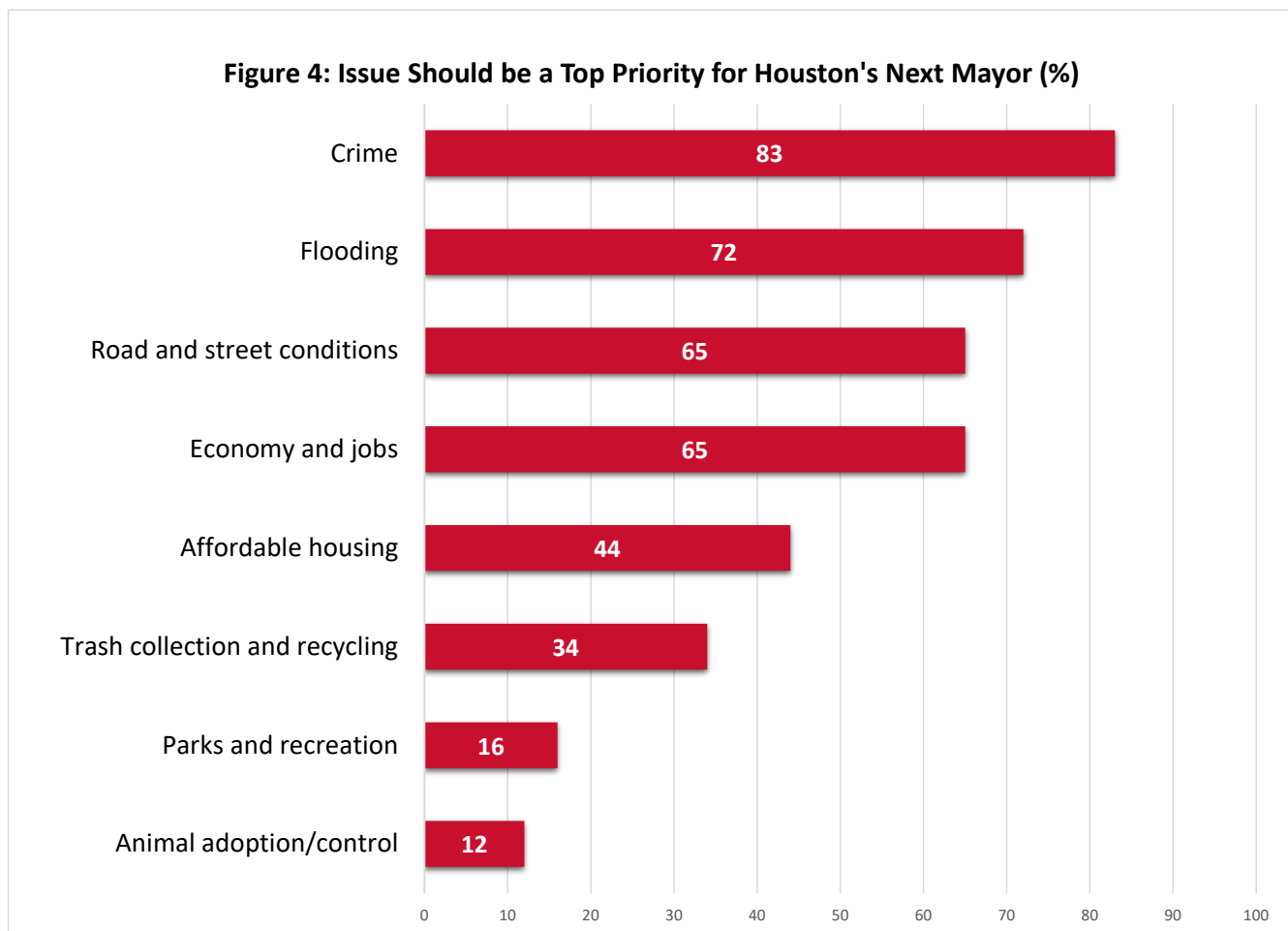


Figure 5 provides the proportion of likely voters who say the issue should be a top priority or an important priority for the next mayor and city council. Virtually all Houston likely voters believe crime (98%), flooding (97%), road and street conditions (97%), and the economy and jobs (94%) should be a top or important priority. Closely trailing these four issues is trash collection and recycling (88%), followed by affordable housing (79%), parks and recreation (73%), and animal adoption and control (57%).

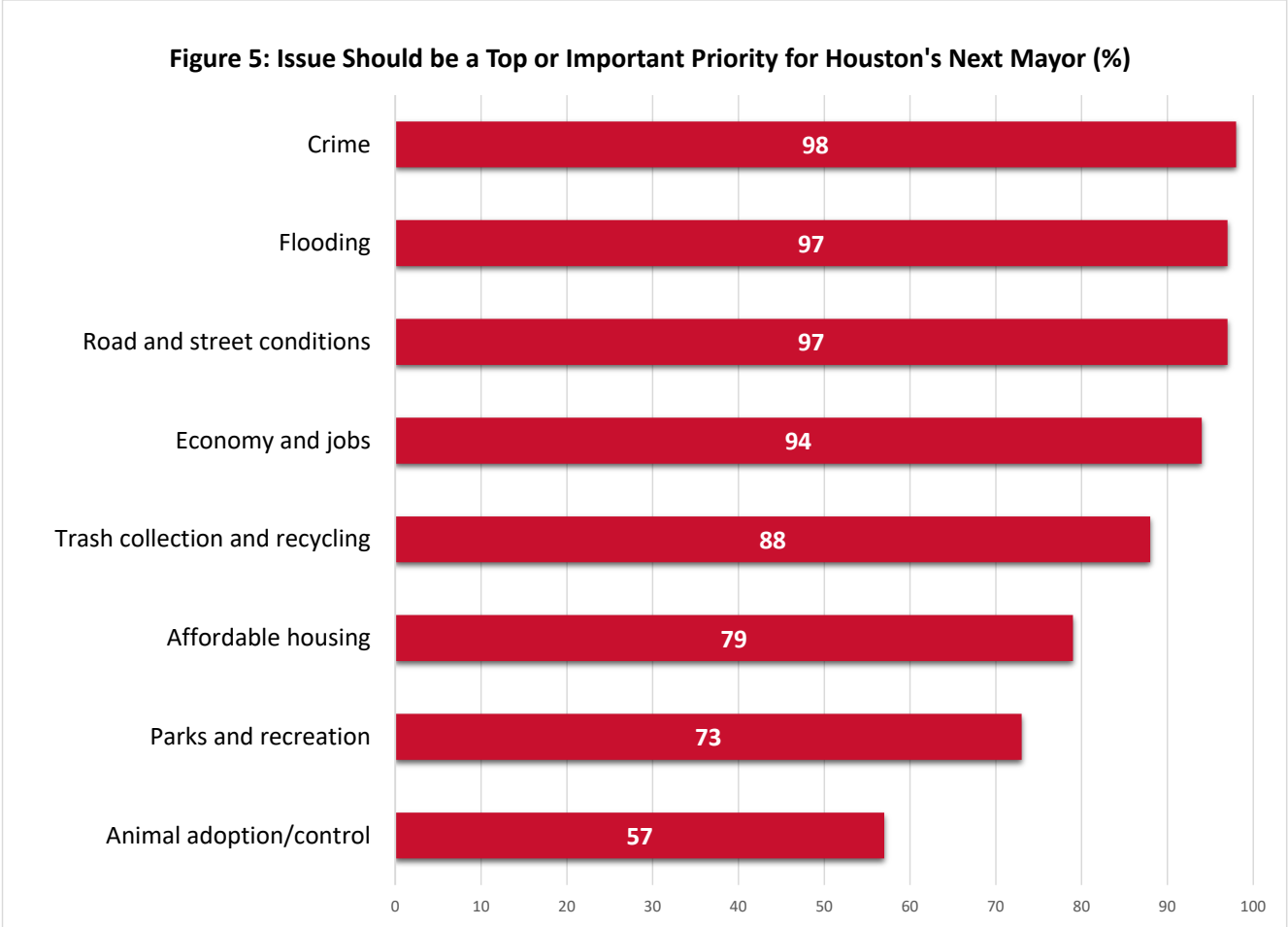


Table 10 provides the proportion of white, Black and Latino likely voters who list each of the eight issues as something that should be a top priority for the next mayor and city council. By and large, there are not many significant ethnic/racial differences in the prioritization of issue priority, with four principal exceptions. Black likely voters are significantly more likely than white likely voters to list crime (90% vs. 77%), the economy and jobs (79% vs. 58%), and trash collection and recycling (44% vs. 26%) as issues that should be a top priority for the next mayor. Black (72%) likely voters also are significantly more likely than both white (36%) and Latino (35%) likely voters to list affordable housing as something that should be a top priority over the next four-year mayoral term.

**Table 10. Ethnicity/Race & Proportion Listing Issue as Top Priority for Next Mayor (%)**

Policy Issue	White	Black	Latino
Crime	77	90	88
Flooding	70	78	73
Economy and jobs	58	79	68
Road and street conditions	61	70	67
Affordable housing	36	72	35
Trash collection and recycling	26	44	40
Parks and recreation	13	22	14
Animal adoption/control	14	9	15

Table 11 provides the proportion of women and men who list each of the eight issues as something that should be a top priority for the next mayor and city council. For the most part, there do not exist many significant gender differences in the prioritization of issue priority, with two main exceptions. Women are significantly more likely than men to list flooding (79% vs. 65%) and affordable housing (55% vs. 33%) as an issue that should be a top priority for the next mayor.

**Table 11. Gender & Proportion Listing Issue as Top Priority for Next Mayor (%)**

Policy Issue	Women	Men
Crime	84	83
Flooding	79	65
Economy and jobs	66	64
Road and street conditions	64	68
Affordable housing	55	33
Trash collection and recycling	33	35
Parks and recreation	16	16
Animal adoption/control	18	7

Table 12 provides the proportion of the three generational cohorts who list each of the eight issues as something that should be a top priority for the next mayor and city council. There are not any noteworthy inter-generational differences in the prioritization of these eight issues.

**Table 12. Generation & Proportion Listing Issue as Top Priority for Next Mayor (%)**

Policy Issue	Boomer/Silent	Gen-X	Millennial/Gen-Z
Crime	86	85	72
Flooding	73	71	68
Economy and jobs	63	68	65
Road and street conditions	69	64	58
Affordable housing	45	40	48
Trash collection and recycling	36	33	29
Parks and recreation	15	17	16
Animal adoption/control	14	8	15

Table 13 provides the proportion of Democrats, Republicans and Independents who list each of the eight issues as something that should be a top priority for the next mayor and city council. There are significant partisan differences in top prioritization for three policy issues. Republicans are significantly more likely than Democrats to list crime as a top priority for the next mayor, 96% vs. 73%, while Democrats are significantly more likely than Republicans to list flooding as a top priority, 82% vs. 62%. In both cases, however, a substantial majority of Democrats and Republicans respectively share the opinion of their partisan rivals, with 73% of Democrats listing crime as a top priority and 62% of Republicans listing flooding as a top priority. Distinct is the issue of affordable housing, which 64% of Democrats believe should be a top priority, compared to only 16% of Republicans.

**Table 13. Partisan ID & Proportion Listing Issue as Top Priority for Next Mayor (%)**

Policy Issue	Democrat	Republican	Independent
Crime	73	96	83
Flooding	82	62	67
Economy and jobs	66	65	60
Road and street conditions	68	63	66
Affordable housing	64	16	34
Trash collection and recycling	38	26	37
Parks and recreation	20	9	15
Animal adoption/control	13	12	11

The partisan difference above related to crime is largely the product of significant intra-Democratic ethnic/racial differences regarding the prioritization of crime by the next mayor. While 91% of Black Democrats and 79% of Latino Democrats list crime as a top priority for the next mayor, the same is only true for 59% of white Democrats.



## Housing Policy Proposals for the Next Mayor

The respondents were presented with three distinct housing policy proposals and asked how important they should be for the next mayor’s approach to housing policy. The three policies include the following:

- Providing funding for programs that help residents with housing costs, such as rent or mortgage.
- Requiring developers to build more affordable housing units as a requirement to receive permits.
- Increasing the number of shelters or temporary housing units.

The response options were as follows: extremely important, very important, somewhat important, not too important, and not at all important.

Almost half (49% and 49%) of likely voters believe the policies of requiring developers to build more housing units and of increasing the number of shelters or temporary housing units should either be extremely important (23% and 22%) or very important (26% and 27%) to the next mayor’s approach to housing policy. More than two-fifths (43%) believe that providing funding for programs that help residents with housing costs should be extremely important (19%) or very important (24%) to the next mayor, compared to one-third (33%) who feel that this policy should either be not too important (18%) or not at all important (15%).

**Table 14. How Important Should These Policies Be to the Next Mayor's Approach to Housing Policy (%)**

Housing Policy	Extremely Important	Very Important	Somewhat Important	Not Too Important	Not At All Important
Providing funding for programs that help residents with housing costs, such as rent or mortgage	19	24	24	18	15
Requiring developers to build more affordable housing units as a requirement to receive permits	23	26	20	12	19
Increasing the number of shelters or temporary housing units	22	27	32	10	9

Table 15 provides the proportion of white, Black and Latino likely voters who believe the policy should be extremely or very important for the next mayor’s housing agenda. In all three policy cases (funding to help with housing costs, requiring developers to build more affordable housing, increasing the number of shelters), Black likely voters (70%, 74%, 69%) are significantly more likely than white (36%, 42%, 43%) and Latino (36%, 42%, 46%) likely voters to believe the issue should be extremely or very important.

**Table 15. Ethnicity/Race & Proportion Listing Policy as Extremely or Very Important for Mayor's Housing Policy Agenda (%)**

Housing Policy	White	Black	Latino
Funding for Rent or Mortgage	36	70	36
More Affordable Housing Units To Get Permits	42	74	42
Increase Shelters or Temporary Housing	43	69	46

Table 16 provides the proportion of women and men who believe the policy should be extremely or very important for the next mayor’s housing agenda. Women are significantly more likely than men to believe all three policies should be extremely or very important to the next mayor’s approach to housing policy (53% vs. 34%, 59% vs. 39%, and 61% vs. 37%).

**Table 16. Gender & Proportion Listing Policy as Extremely or Very Important for Mayor's Housing Policy Agenda (%)**

Housing Policy	Women	Men
Funding for Rent or Mortgage	53	34
More Affordable Housing Units To Get Permits	59	39
Increase Shelters or Temporary Housing	61	37

Table 17 provides the proportion of each generational group who believe the policy should be extremely or very important for the next mayor’s housing agenda. There are not any noteworthy generational differences in the proportion who believe the three policies should be extremely or very important to the next mayor’s policy agenda.

**Table 17. Generation & Proportion Listing Policy as Extremely or Very Important for Mayor's Housing Policy Agenda (%)**

Housing Policy	Boomer/Silent	Gen-X	Millennial/Gen-Z
Funding for Rent or Mortgage	43	43	43
More Affordable Housing Units To Get Permits	49	47	50
Increase Shelters or Temporary Housing	51	44	50

Table 18 provides the proportion of Democrats, Republicans and Independents who believe the policy should be extremely or very important for the next mayor’s housing agenda. Democrats are significantly more likely than Republicans, by ratios of more than four to one, to believe these three policies should be extremely or very important for the next mayor’s housing policy agenda (65% vs. 13%, 74% vs. 15%, and 74% vs. 18%).

**Table 18. Party ID & Proportion Listing Policy as Extremely or Very Important for Mayor's Housing Policy Agenda (%)**

Housing Policy	Democrat	Republican	Independent
Funding for Rent or Mortgage	65	13	36
More Affordable Housing Units To Get Permits	74	15	37
Increase Shelters or Temporary Housing	74	18	31

## Support For & Opposition To Converting Motor Vehicle Lanes to Bicycle Lanes

The respondents were asked if they supported or opposed the current conversion in the City of Houston of motor vehicle lanes into dedicated bicycle lanes, thereby reducing the number of motor vehicle lanes going each way from two to one. The response options were strongly support, somewhat support, somewhat oppose, strongly oppose and don't know.

As shown in Figure 6, the majority (54%) of likely voters oppose this conversion of motor vehicle lanes to bicycle lanes, with 34% strongly and 20% somewhat in opposition, while 41% support the policy, 17% strongly and 24% somewhat. Twice as many likely voters strongly oppose this lane conversion policy as support it (34% vs. 17%).

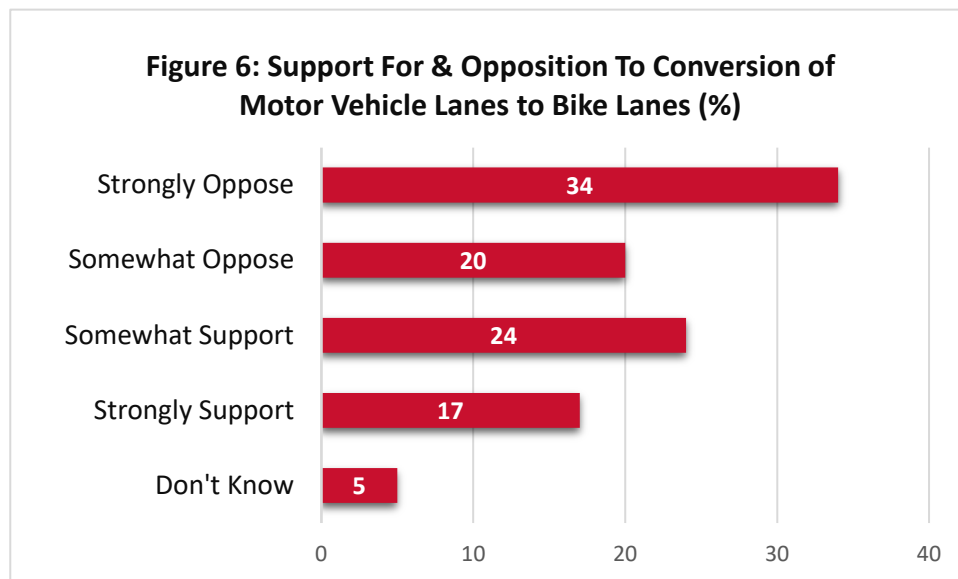


Table 19 provides the distribution of support for and opposition to the conversion of motor vehicle lanes to bicycle lanes across ethnicity/race, gender, generation and partisanship.

**Table 19: Demographic Groups & Support For & Opposition To Transforming Motor Vehicle Lanes To Bike Lanes (%)**

Demographic	Sub-Group	Support	Oppose	Don't Know
Ethnicity/Race	White	41 (20)	52 (33)	7
	Black	46 (12)	51 (29)	3
	Latino	32 (17)	65 (42)	3
Gender	Women	44 (16)	49 (29)	7
	Men	36 (16)	60 (40)	4
Generation	Silent/Boomer	39 (14)	54 (33)	7
	Gen-X	36 (15)	61 (40)	3
	Millennial/Gen-Z	48 (25)	46 (31)	6
Partisanship	Democrat	59 (27)	35 (18)	6
	Republican	16 (3)	80 (55)	4
	Independent	34 (13)	59 (40)	7

Note: Percent strongly supporting and opposing in parentheses.

Relatively similar proportions of Black (46% and 51%), and, to a lesser extent, white (41% and 52%) likely voters respectively support and oppose the conversion of motor vehicle lanes to bicycle lanes. In contrast significantly fewer Latinos support (32%) and significantly more Latinos oppose (65%) this conversion, with 42% of Latinos strongly in opposition.

While the support (44%) and opposition (49%) of women to this conversion of lanes is similar, there exists a large gap between the proportion of men who oppose (60%) the conversion and the proportion who support (36%) it.

Members of the Silent Generation/Baby Boomer and Generation X cohorts are significantly more likely to oppose (54% and 61%) than support (39% and 36%) the conversion of lanes. In contrast, members of the Millennial/Generation Z cohort are evenly divided between those who support (48%) and oppose (46%) this conversion of motor vehicle lanes to bicycle lanes.

Significantly more Democrats support (59%) than oppose (35%) the conversion, with the gap between those Republicans who oppose (80%) and support (16%) it even larger. Significantly more Independents also oppose (59%), rather than support (34%), the lane conversion process.

### Favorable & Unfavorable Opinions of 10 Texas and Houston Area Political Figures

The respondents were asked if they had a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of 10 Texas and Houston political figures, or, if they did not know enough about the political figure to have an opinion.

Table 20 provides the proportion of likely Houston voters that hold a favorable or unfavorable opinion of the political figures, or, do not know enough about them to have an opinion.

**Table 20. Favorable & Unfavorable Opinion of Texas & Houston Area Political Figures (%)**

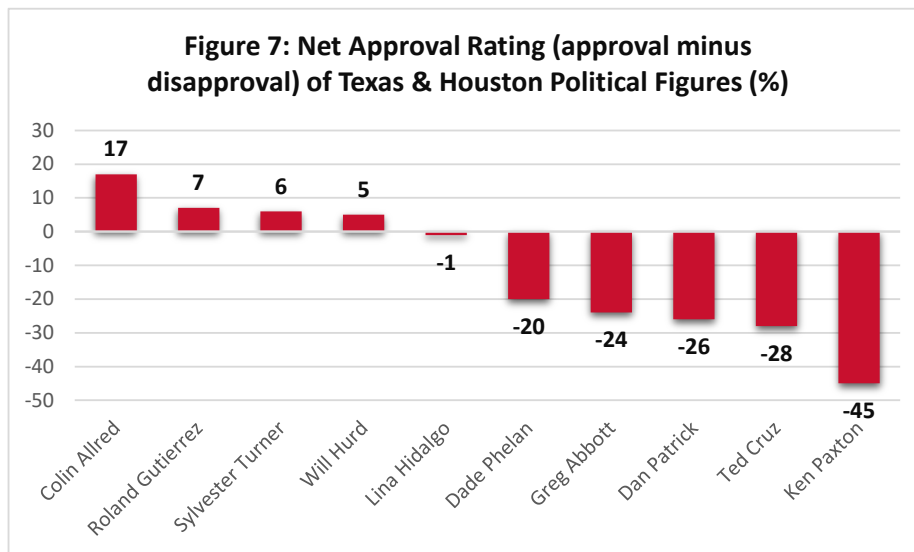
Political Figures	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough
Harris County Judge Lina Hidalgo	30	18	10	39	3
Houston Mayor Sylvester Turner	27	25	16	30	2
U.S. Senator Ted Cruz	25	11	6	58	0
Texas Governor Greg Abbott	22	16	8	54	0
Texas Lieutenant Governor Dan Patrick	19	16	10	51	4
U.S. Congressman Colin Allred	13	16	6	6	59
Texas Attorney General Ken Paxton	13	12	10	60	5
Texas State Senator Roland Gutierrez	8	16	9	8	59
Former Congressman Will Hurd	6	20	12	9	53
Texas House Speaker Dade Phelan	5	16	17	24	38

The three political figures with the highest very favorable ratings are Harris County Judge Lina Hidalgo (30%), Houston Mayor Sylvester Turner (27%), and U.S. Senator Ted Cruz (25%). The three political figures with the highest combined favorable ratings (very favorable plus somewhat favorable) are Turner (52%), Hidalgo (48%), and Texas Governor Greg Abbott (38%).

The three political figures with the highest very unfavorable ratings are Texas Attorney General Ken Paxton (60%), Cruz (58%) and Abbott (54%). The three political figures with the highest combined unfavorable ratings (very unfavorable plus somewhat unfavorable) are Paxton (70%), Cruz (64%) and Abbott (62%).

More than one-half of likely voters do not know enough about U.S. Congressman Colin Allred (59%), Texas State Senator Roland Gutierrez (59%), or former U.S. Congressman Will Hurd (53%) to have an opinion about them, with 38% not knowing enough about Texas House Speaker Dade Phelan to have an opinion of him.

Figure 7 provides the net-favorability ratings (percentage favorable minus percentage unfavorable) for these 10 political figures. Allred (+17%), Gutierrez (+7%) and Turner (+4%) have the highest net favorability ratings while Paxton (-45%), Cruz (-28%) and Texas Lieutenant Governor Dan Patrick (-26%) have the lowest net favorability ratings.



The two leading 2024 Democratic U.S. Senate candidates are Allred and Gutierrez. Table 21 provides the proportion of City of Houston Democratic likely voters, both overall and broken into demographic sub-groups, with a favorable and unfavorable of these two candidates vying to capture the 2024 Democratic nomination in the 2024 Democratic primary election for the right to take on Cruz in November of 2024. The proportions registering strong support and opposition are in parentheses.

Table 21. Houston Democrats' Opinions of Colin Allred and Roland Gutierrez (%)

Demographic	Sub-Group	Allred Favorable	Allred Unfavorable	Allred Don't Know	Gutierrez Favorable	Gutierrez Unfavorable	Gutierrez Don't Know
Ethnicity/Race	White	45 (28)	6 (2)	49	29 (14)	5 (2)	66
	Black	45 (24)	10 (7)	44	37 (13)	12 (7)	51
	Latino	55 (14)	12 (7)	34	48 (23)	9 (5)	43
Gender	Women	44 (27)	7 (4)	49	33 (16)	9 (4)	58
	Men	50 (22)	9 (4)	41	36 (13)	7 (4)	57
Generation	Silent/Boomer	49 (29)	9 (5)	42	40 (20)	7 (3)	53
	Gen-X	50 (21)	9 (5)	41	36 (11)	9 (3)	55
	Millennial/Gen Z	33 (18)	6 (2)	61	16 (6)	11 (8)	73
Overall		46 (24)	8 (4)	46	34 (15)	8 (4)	58

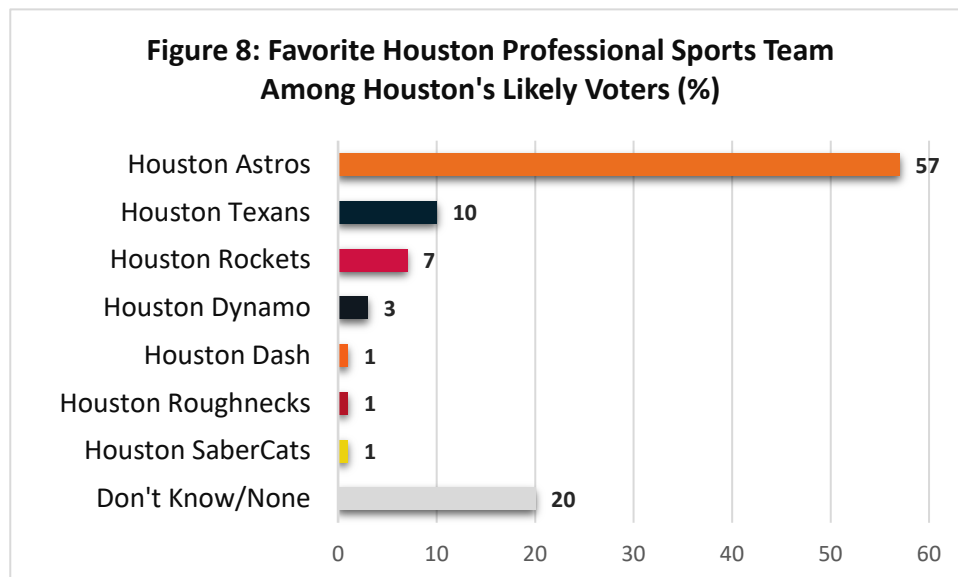
Overall, 46% of Houston Democrats have a favorable opinion of Allred and 8% an unfavorable opinion, with 46% not knowing enough about him to have an opinion. Similarly, 34% of these Houston Democrats have a favorable opinion of Gutierrez and 8% an unfavorable opinion, with 58% not knowing enough about him to have an opinion.

White (45%), Black (45%) and Latino (55%) Democrats have favorable opinions of Allred that are relatively similar. While Allred’s favorable opinions range within a narrow 10 percentage point band, Gutierrez’s favorable opinions span a larger range, from a low of 29% among white Democrats to a high of 48% among Latino Democrats, with Black Democrats in between at 37%.

There do not exist any significant gender or generational differences in Democrat favorable or unfavorable ratings for Allred or for Gutierrez, with one exception. Democrats belonging to the Millennial/Generation Z cohort are notably more likely than older Democrats to not know enough about Allred (61%) or about Gutierrez (73%) to have an opinion about them, one way or another.

### The Favorite Professional Sports Team Among Houston’s Likely Voters

This population of likely voters was asked which of seven Houston professional sports team is their favorite. The distribution of the responses is provided in Figure 8. The Houston Astros (MLB) are the favorite of 57% of these likely voters, followed at a considerable distance by the Houston Texans (NFL) at 10%, the Houston Rockets (NBA) at 7%, the Houston Dynamo (MLS) at 3%, the Houston Dash (NWSL) at 1%, the Houston Roughnecks (XFL) at 1%, and the Houston SaberCats (MLR) at 1%. One in five (20%) likely voters responded that they either did not know or did not have a favorite team.



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