



TEXAS VOTER SURVEY

September 2026

FabrizioWard+ **IMPACT**
RESEARCH

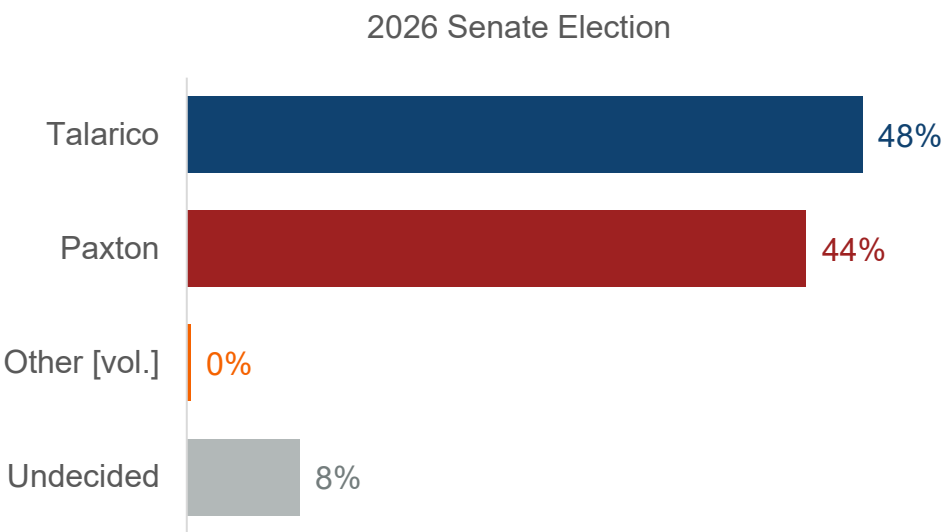


TEXAS: BATTLEGROUND STATE

Senate contest

The race for U.S. Senate in Texas is competitive with James Talarico (D), narrowly ahead of Ken Paxton (R), 48% - 44% with 8% of voters undecided.

- There is a major difference by age, with Talarico up by 27-points among voters under 50 and Paxton keeping the race close with a 13-point lead among voters 50+.
- Talarico is currently overcoming Texas’s GOP lean thanks to stronger base consolidation than Paxton plus a 22-point edge among Independents, driven by a 43-point lead among Independents under 50.
- Paxton leads white voters by 18-points, but Talarico is ahead among Hispanics by a 2:1 margin and Black voters by 57-points.
- There are also gender and educational attainment gaps with Talarico ahead by more among women and college grads than Paxton is with men and voters without 4-year degrees.
- Swing voters 50+ pick Talarico by 21-points over Paxton.

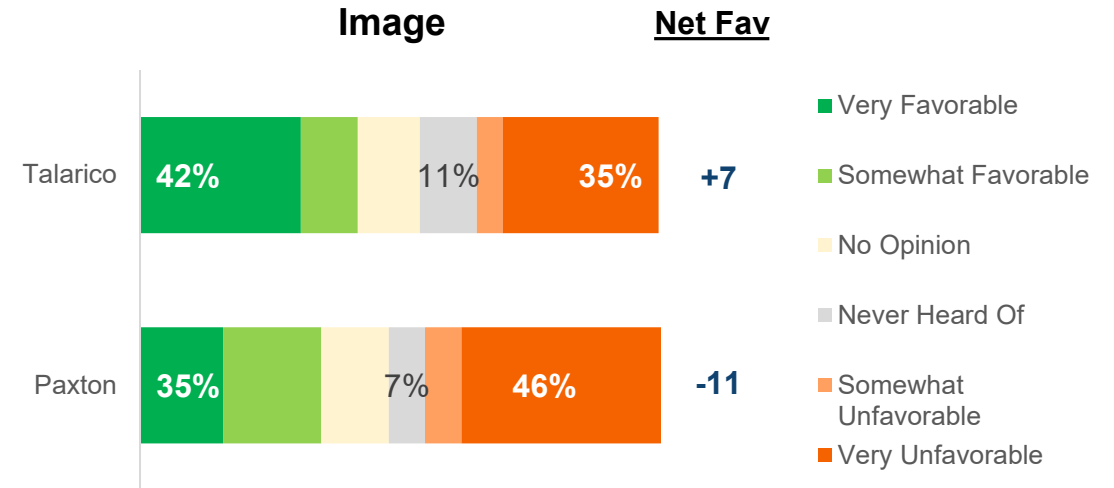


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	GOP 18-49	GOP 50+	Ind 18-49	Ind 50+	Dem 18-49	Dem 50+	Women	Men	Women 50+	Men 50+	White	His-panic	Black	White 50+	His-panic 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Talarico	+4	+27	-13	+29	+25	-8	-19	-74	+22	+92	-82	-71	+43	+1	+95	+88	+11	-5	-8	-21	-18	+30	+57	-36	+25	-3	+12	-6	+21
Talarico	48	59	40	57	60	42	38	9	55	94	3	12	65	45	96	92	51	44	42	37	38	60	73	29	59	44	53	43	38
Paxton	44	32	53	28	35	50	57	83	33	2	85	83	22	44	1	4	40	49	50	58	56	30	16	65	34	47	41	49	17
Other/Und	8	9	7	14	6	8	5	7	12	4	12	5	13	11	3	4	9	7	8	5	6	10	11	6	8	9	6	8	44

Senate: Images

There is a difference in the two candidates' images with Talarico viewed favorably, 42% - 35%, and Paxton at 35% - 46%.

- Talarico and Paxton both have differences on their images by age with Talarico quite positive among voters under 50 vs. narrowly underwater among the 50+ while Paxton is slightly positive among voters 50+ and underwater among voters under 50.
- Independents are a big difference between the two candidates with Talarico at +19 and Paxton at -28. Like on the ballot, the biggest difference between the two candidates is among Independents under 50.
- Talarico and Paxton have similar images among men in Texas but women are a net 31-points more favorable toward Talarico.

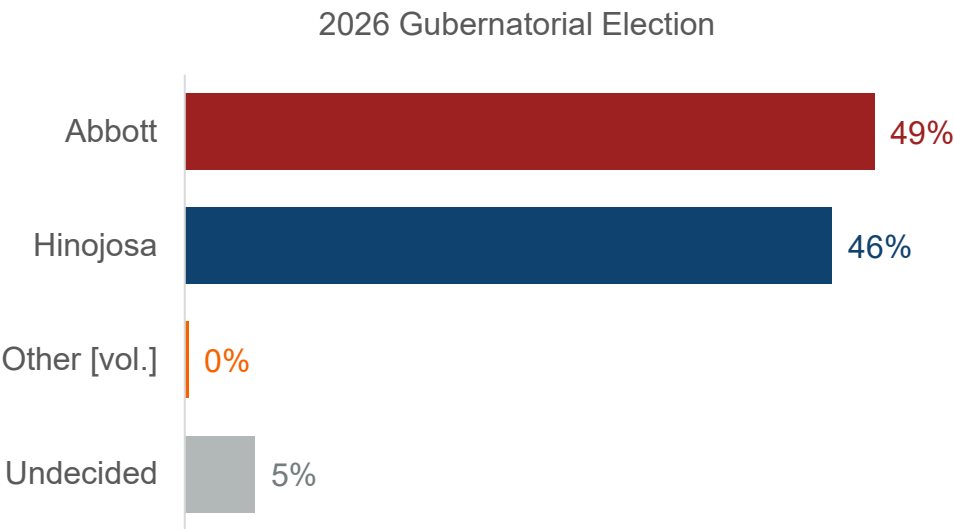


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Talarico Net Fav	+7	+26	-8	+30	+24	-6	-10	-57	+19	+79	-55	-57	+31	+8	+85	+73	+13	-2	-3	-16	-10	+30	+43	-26	+24	+4	+8	-6	+8
Favorable	42	51	35	49	52	35	35	8	47	82	5	10	52	42	86	78	44	39	36	33	35	52	54	27	48	37	47	36	28
Unfavorable	35	25	43	19	28	41	45	65	28	3	60	67	21	34	1	5	31	41	39	49	45	22	11	53	24	33	39	42	20
Paxton Net Fav	-11	-30	+2	-32	-28	-4	+8	+49	-28	-76	+51	+48	-41	-14	-79	-73	-18	-4	-2	+6	-1	-24	-30	+13	-14	-4	-21	-5	-26
Favorable	35	23	43	17	28	38	48	66	23	4	62	68	16	31	2	6	30	40	40	46	43	23	17	51	27	36	33	38	13
Unfavorable	46	53	41	49	56	42	40	17	51	80	11	20	57	45	81	79	48	44	42	40	44	47	47	38	41	40	54	43	39

Gubernatorial contest

Governor Greg Abbott (R) has a narrow 3-point edge over Gina Hinojosa in the Texas governor’s race, 49% - 46% with just 5% undecided.

- There is a large difference between voters under 50 and 50+ with Abbott’s slight advantage overall due to voters 50+ making up 58% of the likely voter electorate.
- Abbott wins 90% of Republicans vs. Hinojosa winning 94% of Democrats, while Independents break for Hinojosa by 11-points, driven by a 30-point lead among Independents under 50.
- There are modest differences by gender and education, but a big gap on race/ethnicity with Abbott ahead by 26-points with white voters, but Hinojosa ahead substantially among Hispanic and Black voters.
- Swing voters 50+ are poised to play a key role in November: Talarico leads them by 21-points, but Abbott is ahead by 31-points with the same group.

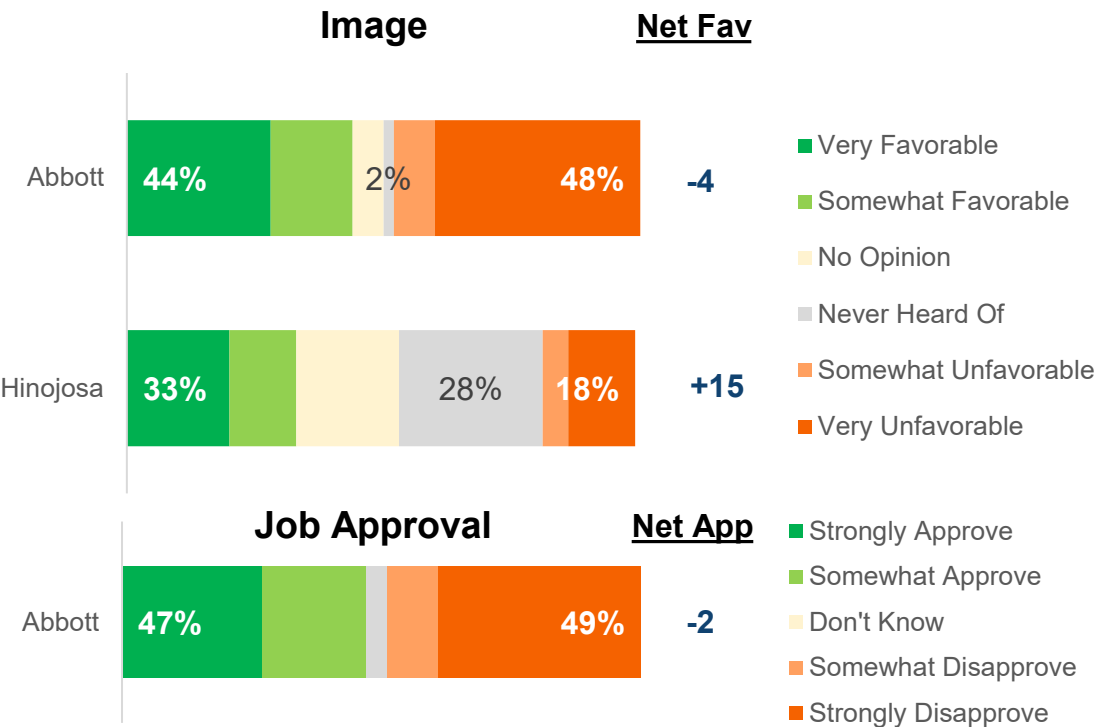


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Net Abbott	+3	-23	+21	-21	-23	+19	+23	+83	-11	-91	+85	+81	-30	+8	-97	-86	-3	+11	+15	+29	+26	-27	-50	+44	-16	+8	-5	+15	+31
Abbott	49	35	59	35	35	57	60	90	40	3	89	90	29	50	-	5	46	53	55	63	62	32	20	71	38	51	46	56	54
Hinojosa	46	58	38	56	58	38	37	7	51	94	4	9	59	42	97	91	49	42	40	34	36	59	70	27	54	43	51	41	23
Other/Und	5	7	4	8	6	4	3	3	10	3	7	1	12	8	3	4	5	5	4	3	3	9	10	2	8	7	3	3	23

Gubernatorial: Key Ratings

Greg Abbott's image is well defined and narrowly negative at 44% - 48%, while his job approval is very similar. Gina Hinojosa's image is 33% - 18%, positive among those with an opinion, but still undefined to half.

- Age plays a big role on Abbott's ratings, with him viewed favorably among older voters, especially seniors, but underwater with voters under 50. Hinojosa is favorable with each age group, best with 35-49.
- 73% of Democrats have an opinion of Hinojosa compared to only 38% of Republicans, which helps her image overall, plus she's at net +13 with Independents.
- Abbott's image and job approval are similar across demographic groups and are both slightly underwater thanks to Democratic opposition and his soft ratings with Independents.

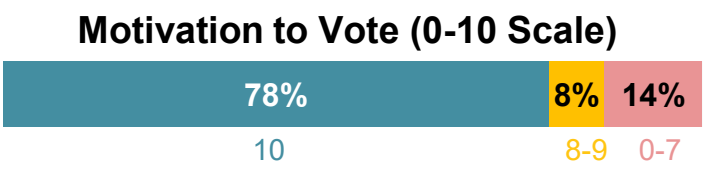


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Abbott Net Fav	-4	-34	+18	-34	-35	+12	+26	+68	-22	-82	+57	+73	-47	+3	-92	-73	-10	+4	+10	+27	+15	-26	-39	+38	-11	-1	-9	+14	+14
Abbott Net Approval	-2	-32	+20	-30	-33	+14	+28	+71	-19	-83	+60	+76	-45	+6	-89	-76	-8	+5	+13	+28	+17	-25	-42	+39	-5	+4	-11	+15	+20
Hinojosa Net Fav	+15	+25	+8	+17	+31	+8	+8	-20	+13	+67	-23	-20	+17	+8	+72	+63	+22	+8	+12	+4	+6	+31	+33	-	+21	+11	+20	+7	+1
Favorable	33	40	29	34	44	30	28	9	31	70	7	9	33	29	73	68	36	31	28	30	29	44	41	24	37	28	40	27	15
Unfavorable	18	15	21	17	13	22	20	29	18	3	30	29	16	21	1	5	14	23	16	26	23	13	8	24	16	17	20	20	14

Political environment

78% of Texas likely voters rate themselves a 10 out of 10 on being extremely motivated to vote in November. Voters 50+ are at 84% compared to 70% motivation for voters under 50.

- The gap grows when looking at voters 18-34 compared to 65+, a net 27-point difference on being extremely motivated to vote.
- Democrats are 10-points higher than Republicans on vote motivation, with younger Democrats substantially more motivated than younger Republicans. Younger Independents are the least motivated to vote. Older Democrats also outpace their partisan counterparts.
- 6-in-10 Texas voters say the country is headed in the wrong direction compared to 36% saying right direction.
- 57% are worried about their personal financial situation, with 74% of Swing voters 50+ worried.

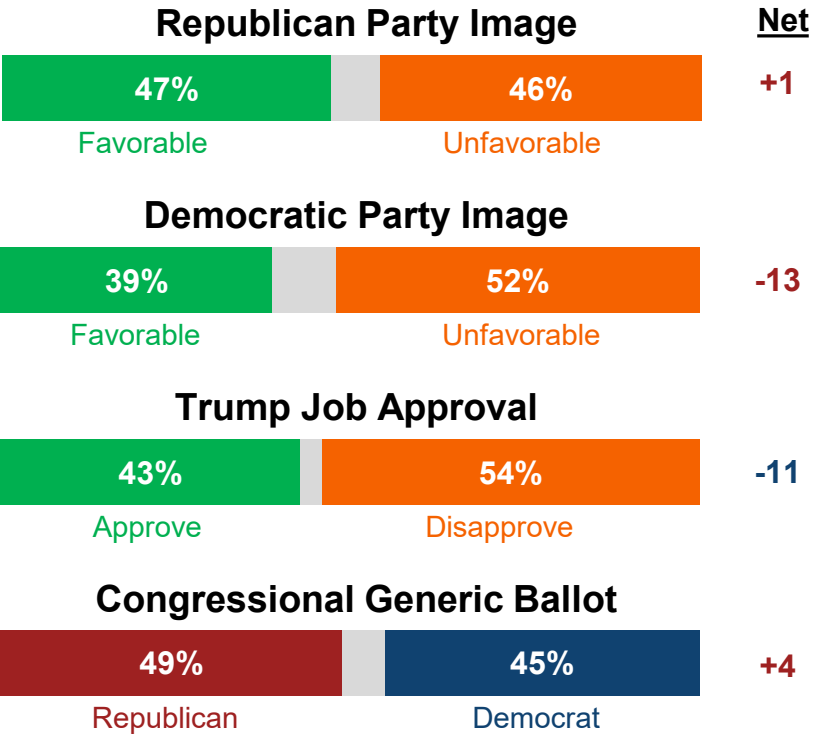


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Motivation: 10	78	70	84	62	76	79	89	78	69	88	65	83	59	78	86	90	79	77	85	83	80	75	78	84	83	75	83	84	59
% Right Direction	36	26	44	26	27	44	43	66	28	6	67	65	19	37	3	9	34	39	41	47	43	31	22	51	37	40	32	40	35
% Worried	57	61	53	54	66	60	46	45	58	71	50	44	57	58	74	67	62	50	60	45	51	67	59	48	64	60	52	58	74

Partisan environment

Republicans have a small lead on the generic ballot and an advantage on their party’s image, but a narrow majority disapprove of the job President Trump is doing.

- The GOP’s image is 47% - 46%, while Democrats are double-digits underwater at 39% - 52%. Neither party is popular with Independents.
- The generic ballot is 49% - 45% Republican, with Democrats more consolidated than Republicans and Indies favoring the Democrat by 8-points, but the GOP’s 11% affiliation advantage among likely voters keeping them in front.
- President Trump’s job approval is 43% - 54%, with weak marks among Independents and high negativity among Democrats.



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	GOP 18-49	GOP 50+	Ind 18-49	Ind 50+	Dem 18-49	Dem 50+	Women	Men	Women 50+	Men 50+	White	His-panic	Black	White 50+	His-panic 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
GOP Net Favorable	+1	-31	+24	-33	-29	+23	+26	+77	-21	-80	+68	+81	-46	+3	-93	-67	-6	+10	+19	+30	+17	-19	-47	+41	-2	+8	-8	+18	+18
Dem Net Favorable	-13	-	-22	-1	+1	-19	-26	-82	-10	+79	-83	-81	-9	-11	+74	+84	-1	-27	-16	-29	-36	+17	+53	-46	+17	-12	-14	-26	-20
Trump Net Approval	-11	-37	+8	-44	-33	+3	+14	+66	-33	-94	+69	+66	-60	-7	-99	-90	-19	-2	+3	+15	+8	-34	-58	+27	-18	-5	-20	-	-26
Cong Gen: Net GOP	+4	-18	+20	-18	-18	+14	+25	+85	-8	-95	+91	+83	-24	+7	-97	-93	-4	+13	+16	+24	+28	-25	-63	+45	-15	+10	-4	+16	+22



ISSUES DRIVING THE ELECTION

Most important issues (1st + 2nd choice) determining vote

- Rising prices and affordability is the top issue among Texas voters this year with 42% picking it as their 1st or 2nd choice. It's the biggest issue with most key groups as well.
- Immigration and border security finishes 2nd, driven by Republican voters.
- The top issue among voters 65+ is Social Security and Medicare, which is also the 3rd biggest issue among Swing voters 50+, who are dialed in on economic issues along with Social Security, Medicare, and health care.

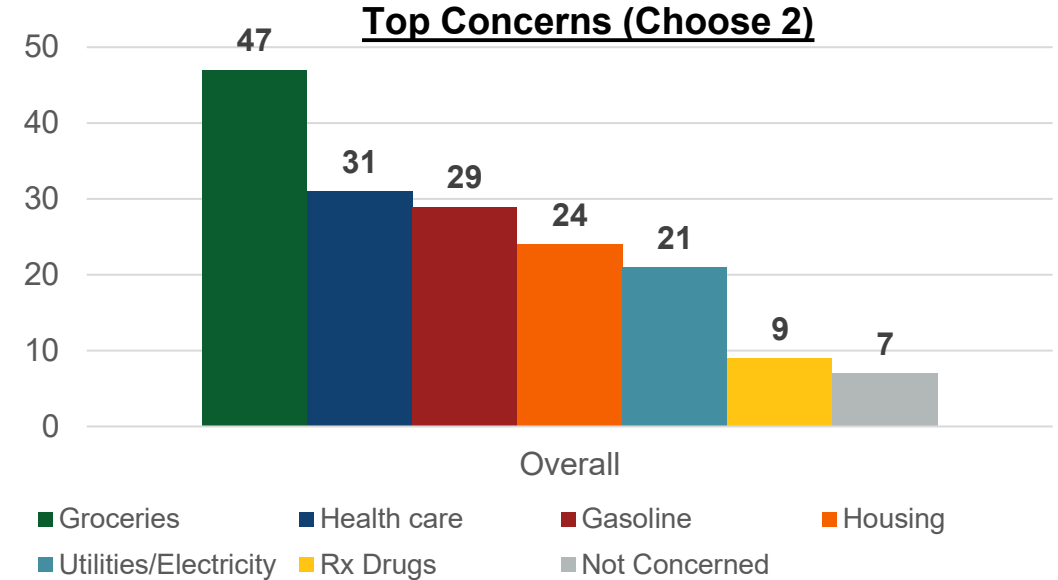
Q28. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November? Q29. And which of the remaining issues would be next most important to you personally in deciding your vote this November?			Voters 18-49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Hispanic	Black	<Coll	Coll +	Swing Voters 50+	Net JT - KP	Net GA - GH			
Rising Prices & Affordability			22%	20%	42%	51	36	51	51	43	28	33	52	43	43	41	36	35	41	46	45	40	45	47	+22	-14
Immigration & Border Security			18%	10%	28%	25	31	30	21	32	29	46	20	12	29	28	30	32	31	28	16	30	26	13	-60	+63
Taxes, Government Spending & Debt			11%	13%	24%	30	20	30	30	22	19	29	26	16	22	28	18	24	27	21	11	23	26	26	-15	+26
Threats To Democracy			13%	9%	22%	23	21	16	29	23	20	15	22	32	24	20	23	20	24	17	19	16	31	11	+43	-37
Social Security & Medicare			7%	8%	15%	4	23	3	5	16	30	15	12	19	16	14	26	19	15	17	18	18	11	21	+5	-5
Health Care			6%	9%	15%	16	14	14	17	14	14	9	14	24	16	13	14	13	11	18	25	15	14	17	+42	-37
Foreign Policy & Military Defense			5%	7%	12%	10	14	13	8	13	15	15	14	6	10	15	10	19	12	11	12	12	12	9	--	--
Abortion & Reproductive Issues			5%	5%	10%	13	7	15	12	10	5	9	7	14	13	7	7	7	11	8	11	10	10	4	--	--
Jobs			3%	3%	6%	7	6	5	9	7	5	5	8	7	4	10	3	9	4	9	11	7	5	10	--	--
The Environment & Climate Change			3%	3%	6%	10	4	13	8	4	4	2	6	13	6	7	3	5	7	6	4	6	7	2	--	--
Crime			2%	4%	6%	5	7	5	4	7	8	10	5	2	6	6	9	5	7	4	9	7	5	12	--	--
Gun Control/Gun Rights			2%	3%	5%	4	5	5	3	5	5	5	6	2	4	6	3	7	4	5	8	5	4	7	--	--
			■ First	■ Second	□ Combined																					

■ First ■ Second □ Combined

Top Concerns on Rising Prices & Affordability

Groceries are the top concern on rising prices and affordability not only overall, but among almost every major demographic group.

- Health care and gas are close in 2nd and 3rd with health care higher among voters 50+.
- Housing stands out as a big concern among voters 18-34 and Black voters.
- For those who prioritize rising prices and affordability in their vote, groceries are the clear top worry.



Q31. Which two of the following are you most concerned about in regard to rising prices and affordability? If you are not concerned about any rising prices, please just say so.

	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Hispanic	Black	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	RP & Afford: Top 2 Issue
Groceries	47	53	42	48	56	45	39	43	51	47	49	44	42	42	47	47	33	48	45	43	48	58
Health care	31	27	34	26	28	34	33	25	33	37	33	29	36	31	34	21	29	26	37	36	38	26
Gasoline	29	32	27	37	29	27	28	32	29	26	26	33	23	32	30	31	23	35	23	30	28	35
Housing	24	35	17	43	28	20	13	21	24	29	23	26	15	19	23	23	42	21	29	12	28	30
Utilities like electricity	21	22	20	18	26	21	19	20	22	22	23	20	23	18	19	28	18	20	22	25	15	21
Prescription drugs	9	4	13	5	3	9	18	9	7	13	11	7	15	11	10	8	11	10	9	11	10	6

Key issues for voters 50+

- Sizable majorities of voters 50+ call key issues for voters 50+, led by Social Security and health care costs, important for deciding their vote this November.
- These are issues that matter to voters across the political spectrum, and among voters 50+ prioritizing them, both races are within single digit margins.

Q33-38. Please tell me how important each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+	Net JT - KP	Net GA - GH
Social Security	47% 31% 78%	84	71	75	82	76	71	91	76	80	81	74	81	81	91	-3	+9
Cost of health care	45% 32% 77%	80	74	77	76	71	73	94	76	79	76	78	82	87	81	+3	+5
Rising prices for everyday essentials, like groceries and gasoline	45% 31% 76%	79	72	79	72	66	77	94	73	82	79	72	79	84	83	+7	+3
Medicare	41% 32% 73%	80	65	66	81	67	70	89	71	76	74	71	78	76	84	+1	+4
Policies to help seniors live independently at home as they age	35% 34% 69%	75	61	63	75	64	63	87	65	76	75	60	74	71	80	-2	+9
Cost of prescription drugs	32% 31% 63%	69	55	62	63	53	62	83	58	70	67	56	65	75	72	+8	+4
Extremely Important Very Important Combined																	

Protecting voters 50+ — Federal issues

- Candidates who advocate for protecting Social Security, expanding Medicare drug negotiation, and supporting family caregivers benefit among voters 50+ across party lines.

Q39-44: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.

	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work					93	89	91	91	91	90	92	92	90	95
Expand Medicare’s ability to negotiate drug prices to help lower the costs of prescription drugs					87	78	78	88	78	85	89	85	81	89
Protecting Social Security from any cuts such as a reduction in payments, reducing annual increases or raising the retirement age					81	79	82	78	80	79	82	80	79	85
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member					77	68	74	72	71	66	84	72	74	77
Provide support for unpaid family caregivers who are helping their loved ones live independently in their homes					77	67	69	76	68	67	88	70	75	80
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary					75	58	68	66	58	65	88	63	70	75

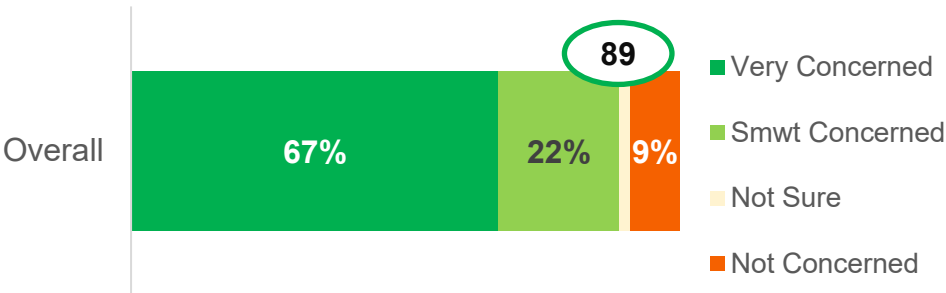
■ Much More Likely ■ Somewhat More Likely

Protecting Texas voters 50+ — Fraud

9-in-10 Texas voters 50+ are concerned about fraud and scams negatively impacting them and their family, including two-thirds who are very concerned.

- 90% of Republicans and 90% of Democrats are concerned. Worry about fraud is an issue that matters regardless of politics.

Concern About Negative Impact from Fraud/Scams



Q45. How concerned are you about the issue of fraud through robo-calls, phishing emails, or other scams that could negatively impact you and your family?

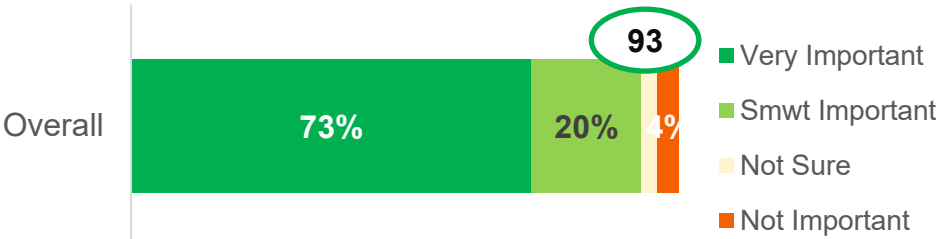
Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
% Concerned About Fraud	89	91	86	86	92	90	85	90	88	89	90	87	93

Protecting Texas voters 50+ — Affordability

The vast majority of Texas voters 50+ say it is important to consider the impact on consumers when setting utility rates as well as to keep property taxes low and home maintenance affordable so homeowners can remain in their homes as they age.

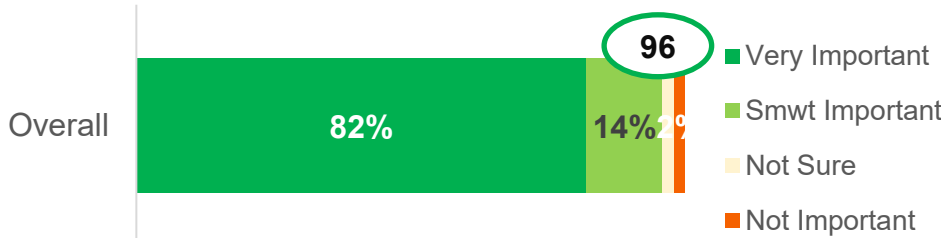
- These are issues that unite voters 50+ in agreement on their importance across party, gender, racial and other lines.

Consider Impact on Consumers of Utility Rates



Q46. How important is it for elected officials to consider the impact on consumers when setting utility rates?

Keep Property Taxes Low/Remain In Place as Age

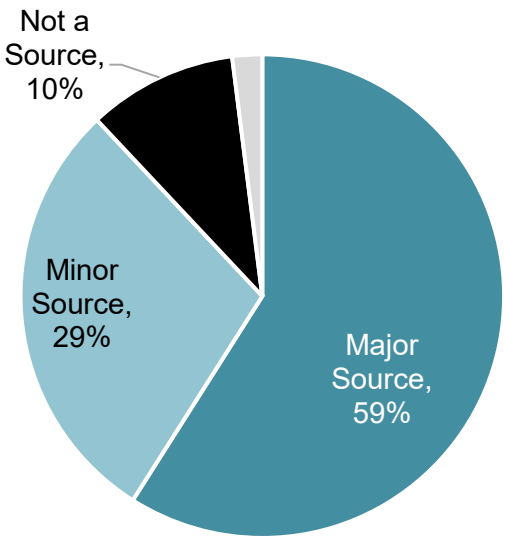


Q47. How important is it that elected officials work to keep property taxes low and the cost of maintaining homes affordable so homeowners can remain in their homes as they age?

Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
% Important to Consider Rate Impact to Consumers	93	94	92	93	93	92	94	95	93	96	93	93	93
% Important to Keep Property Taxes Low	96	99	93	94	99	97	95	97	98	94	96	96	99

Importance of Social Security

- 59% of voters 50+ say Social Security is or will be a major source of income for them and their household.
- Voters 65+ are highest at 69%, with high levels of importance also coming from voters 50+ without 4-year degrees.



Q49. Is Social Security now, or do you expect it to be, a major source of income for your household, a minor source of income for your household, or not a source of income for your household?

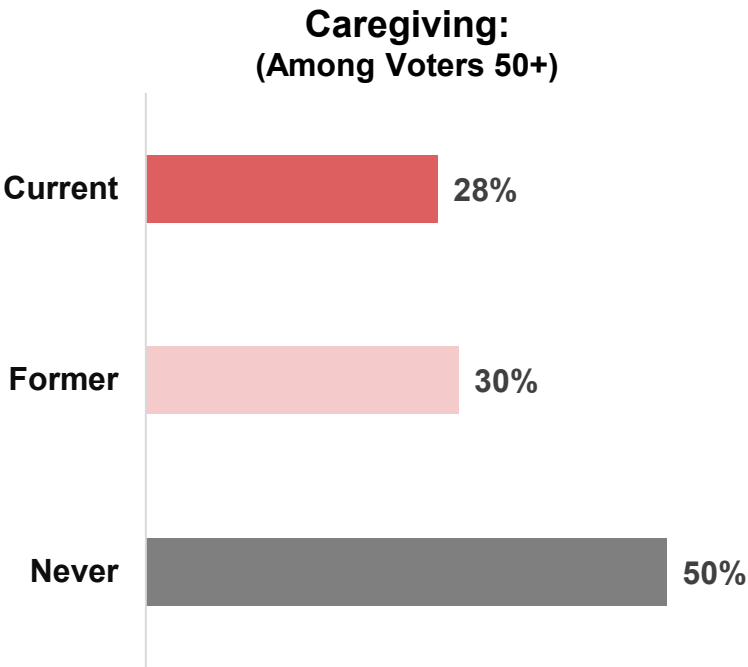
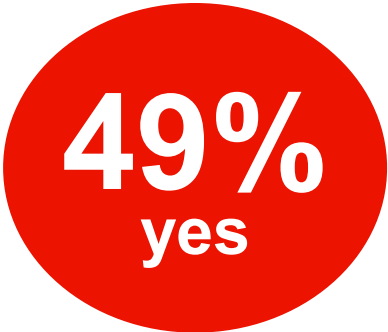


Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Social Security Major Source	59	61	56	49	69	56	56	68	57	65	67	46	58

Family caregivers matter

- Half of voters 50+ are currently or have been family caregivers in the past.
- Even higher shares of women 50+ and Swing voters 50+ are family caregivers.

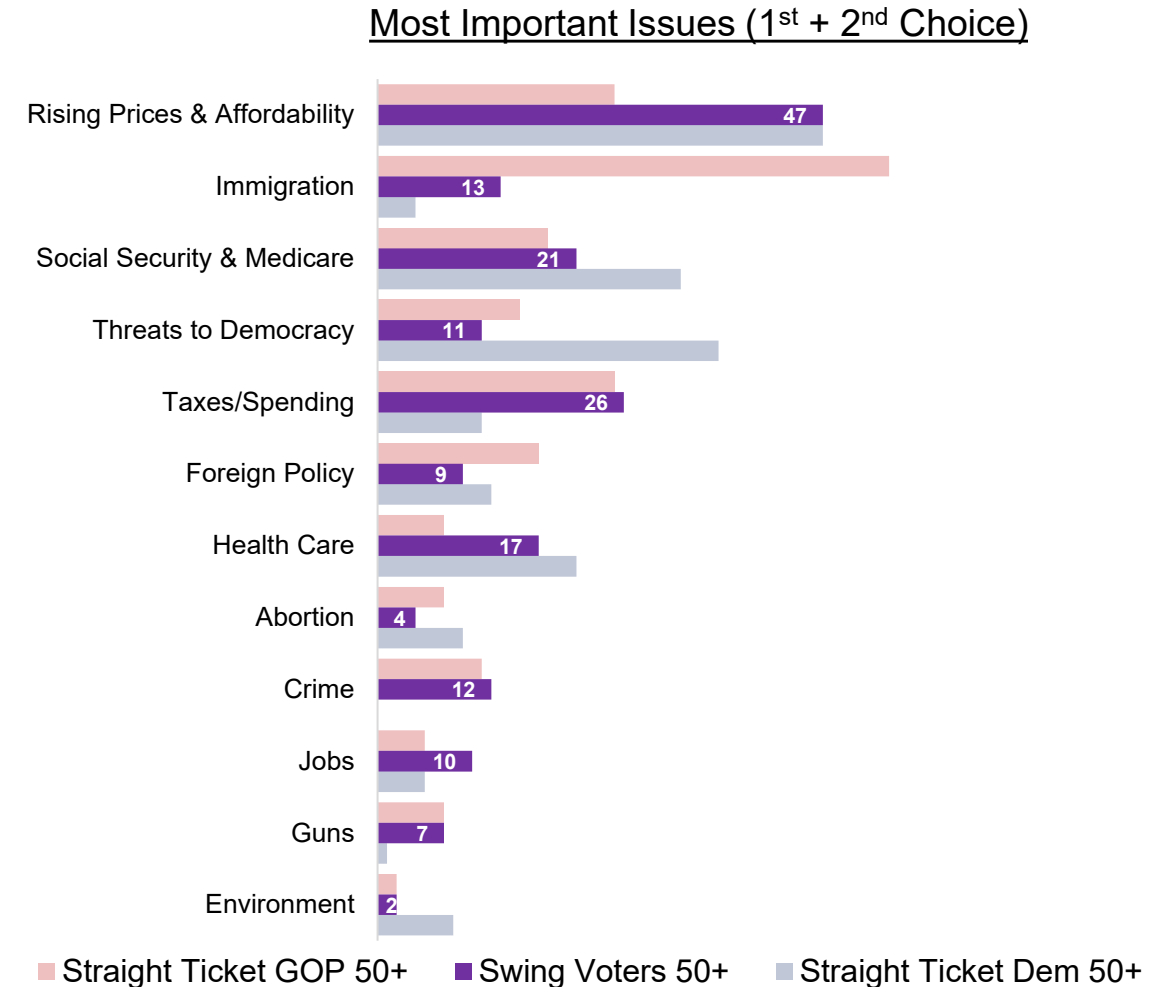
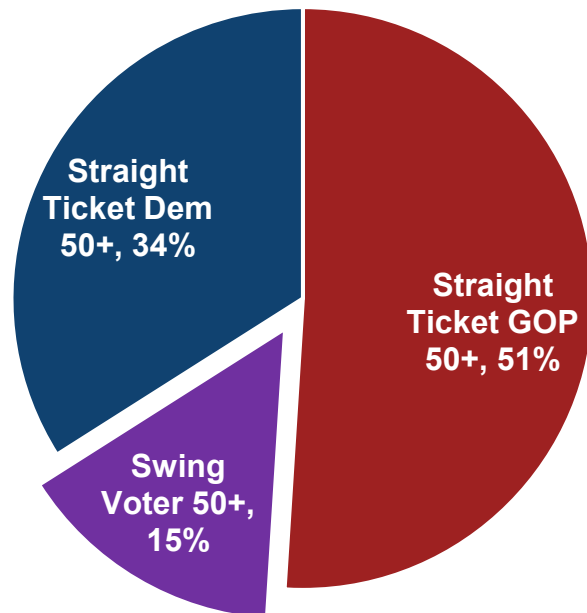
A family caregiver is someone who provides care or assistance to an older or ill adult, or someone with a disability. **Do you consider yourself to be a current or former family caregiver?**



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Hispanic 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Family Caregiver	49	55	42	49	49	49	50	48	51	43	47	51	56

Swing Voters 50+

- 15% of voters 50+ are Swing voters, meaning they do not vote for the Republican or Democrat on all of the three ballots (Governor, Senate, generic Congressional).
- 48% are Independents, while 36% are Republicans and 16% are Democrats.
- There is a strong focus on economic issues among Swing voters 50+ with rising prices affordability and taxes/spending at the top of their list followed by Social Security/Medicare and health care.



Texas voters 18+

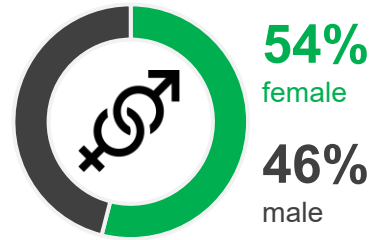


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Texas. The firms interviewed 895 likely voters statewide. The survey was done between August 30-September 1, 2026. The interviews were conducted via live interviewer on cell phone (40%) and landline (15%), as well as SMS-to-web (45%). The survey was offered in English and Spanish. The sample was randomly drawn from the Texas voter list. The margin of sampling error at the 95% confidence level for the 895 statewide sample is $\pm 3.3\%$.

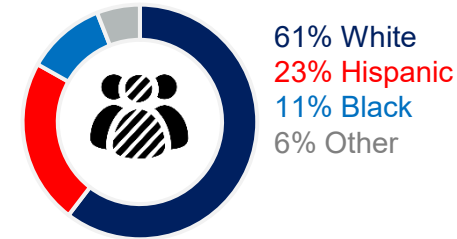
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. **Media inquiries** Texas media contact Mark Hollis at mhollis@aarp.org; national media contact media@aarp.org.

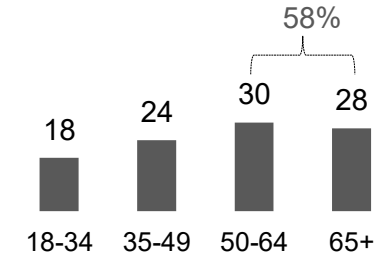
GENDER



RACE



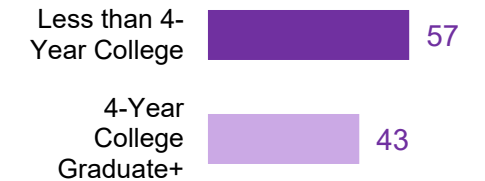
AGE



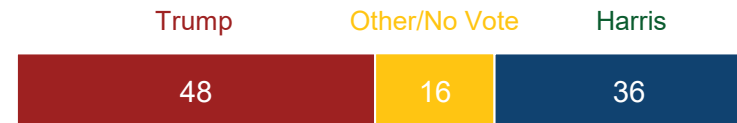
PARTY ID



EDUCATION



2024 VOTE



AARP (Among Voters 50+)





For national media inquiries, please contact AARP External Relations at:
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For Texas media inquiries, please contact:
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For questions about this study, please contact:
Kate Bridges at kbridges@aarp.org

This research was designed and executed by AARP Research