



# HOUSTON ELECTION 2023

THE RACE FOR MAYOR & CONTROLLER



Hobby School of Public Affairs  
UNIVERSITY OF HOUSTON



## Houston Election 2023 The Race for Mayor & Controller

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 will be presented in a series of two reports. This report examines the mayoral and controller races in November as well as potential runoff scenarios in the contest for mayor. The second report will focus on policy issues facing the City of Houston.

### Executive Summary

As of July, the November 2023 Houston mayoral election is effectively a two-candidate race between Texas State Senator John Whitmire and U.S. Congresswoman Sheila Jackson Lee.

In November, 34% of likely voters intend to cast a ballot for Whitmire and 32% for Jackson Lee. One in five (22%) likely voters is undecided and 12% intend to vote for one of 12 other candidates.

The remaining 12 candidates have a November vote intention ranging from 3% to 0%: Gilbert Garcia (3%), Lee Kaplan (2%), Robert Gallegos (2%), MJ Khan (2%), Derrick Broze (1%) and Robin Williams (1%), with each of the remaining candidates having a vote intention of less than 0.5%.

More than one-half of likely voters did not know enough about Garcia (57%), Kaplan (69%), Gallegos (57%), Khan (64%), Broze (78%) and Williams (78%) to have an opinion about potentially voting for them. This compares to a mere 6% who did not know enough about Jackson Lee to have an opinion about voting for her and a more substantial 23% who did not know enough about Whitmire to have an opinion about voting for him.

In a mayoral runoff election between Whitmire and Jackson Lee, Whitmire's vote intention is 51%, well ahead of Jackson Lee's at 33%. One in eight (13%) likely voters remains undecided in a Whitmire-Jackson Lee runoff while 3% would not vote in the runoff if these were the two candidates.

44% of likely voters indicate they would never vote for Jackson Lee, compared to only 13% who say they would never vote for Whitmire.

48% of likely voters hold an unfavorable opinion of Jackson Lee (40% very unfavorable), compared to only 16% who hold an unfavorable opinion of Whitmire (8% very unfavorable).

In a runoff election against Jackson Lee, Whitmire holds an advantage among most key socio-demographic groups of likely voters with two exceptions: Black Houstonians and Democrats.

In a runoff election, Whitmire's vote intention among women is 5 percentage points greater than that of Jackson Lee, 43% to 38%.

Whitmire's vote intention among men is 31 percentage points greater than that of Jackson Lee, 58% to 27%, in a runoff election.

Whitmire holds a substantial advantage over Jackson Lee among white likely voters (63% to 21%) and among Latino likely voters (54% to 27%) in a runoff election.

Jackson Lee has a substantial advantage over Whitmire among Black likely voters (64% to 19%) in a runoff election.

Jackson Lee is the favored runoff candidate among Democrats, with a 55% to 28% advantage in vote intention over Whitmire.

Whitmire is the favored runoff candidate among Republicans, with an 88% to 2% advantage in vote intention over Jackson Lee.

Whitmire is the favored runoff candidate of Independents by a 60% to 18% margin over Jackson Lee.

In runoff scenarios between Whitmire and Garcia, Gallegos, Kaplan and Khan, Whitmire leads by large margins in all cases, from a high of 38% against Khan to a low of 34% against Gallegos.

In runoff scenarios between Jackson Lee and Garcia, Gallegos, Kaplan and Khan, Jackson Lee trails all four candidates by narrow margins ranging from 1% against Khan to 8% against Gallegos.

64% of likely voters indicated they definitely would consider or might consider voting for Whitmire, with 23% not knowing enough about Whitmire to have an opinion.

50% of likely voters indicated they definitely would consider or might consider voting for Jackson Lee, with 6% not knowing enough about Jackson Lee to have an opinion.

29% of likely voters indicated they definitely would consider or might consider voting for Garcia, with 57% not knowing enough about Garcia to have an opinion.

27% of likely voters indicated they definitely would consider or might consider voting for Gallegos, with 57% not knowing enough about Gallegos to have an opinion.

19% of likely voters indicated they definitely would consider or might consider voting for Khan, with 64% not knowing enough about Khan to have an opinion.

18% of likely voters indicated they definitely would consider or might consider voting for Kaplan, with 69% not knowing enough about Kaplan to have an opinion.

In the November 2023 City of Houston Controller election, more than half of likely voters (51%) are undecided.

More than half of likely voters also don't know enough about the four controller candidates to have an opinion about if they are a candidate they would consider voting for or never consider voting for. The proportions range from lows of 55% for Chris Hollins and 56% for Orlando Sanchez, to highs of 75% for Dave Martin and 83% for Shannan Nobles.

Among the one-half (49%) of likely voters expressing a vote intention in the 2023 Houston Controller election, 24% intend to vote for Hollins, 16% for Sanchez, 6% for Martin and 3% for Nobles.

Hollins' strongest support is among Black likely voters (41%), Democrats (41%) and women (28%). Sanchez's strongest support is among Independents (27%), Latino likely voters (26%), and Republicans (23%).

### **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.

### **Propensity to Vote For & Knowledge of the 2023 Houston Mayoral Candidates**

The respondents were provided with a list of the 14 mayoral candidates who as of July 1, 2023 had announced their intention to run for mayor in the 2023 City of Houston election. They were asked if this was a candidate they definitely would consider voting for, a candidate they might consider voting for, a candidate they never would vote for, or, if this was a candidate about whom they did not know enough to have an opinion.

Table 1 provides the results. Two candidates stand out in regard to the proportion of likely City of Houston voters who would definitely consider voting for them in the November 2023 City of Houston mayoral election: Sheila Jackson Lee (30%) and John Whitmire (28%). The candidates with the next highest proportion of likely voters who definitely would consider voting for them in November are Gilbert Garcia (5%), Robert Gallegos (5%), MJ Khan (4%) and Lee Kaplan (4%).

Table 1 also reveals that an absolute majority of these likely voters do not know enough about any candidate other than Jackson Lee or Whitmire to have an opinion about them. For instance, after Jackson Lee and Whitmire, the two best known candidates are Garcia and Gallegos, and only 43% of

likely voters know enough about them to have an opinion (57% do not know enough about them to have an opinion). The proportion of likely voters who know enough about MJ Khan (36%) and Lee Kaplan (31%) to have an opinion is even lower (64% and 69% don't know enough about them respectively to have an opinion). Fewer than one in four likely voters knows enough about the remaining eight candidates to have an opinion of them.

**Table 1. Proportion of Likely Houston Voters Who Definitely Would, Might or Never Would Vote for the 2023 Mayoral Candidate (%)**

Mayoral Candidates	Definitely Would Consider Voting For	Might Consider Voting For	Never Would Vote For	Don't Know Enough About
Sheila Jackson Lee	30	20	44	6
John Whitmire	28	36	13	23
Gilbert Garcia	5	24	14	57
Robert Gallegos	5	22	16	57
MJ Khan	4	15	17	64
Lee Kaplan	4	14	13	69
Robin Williams	2	7	13	78
Naoufal Houjami	2	7	15	76
Chanel Mbala	2	4	14	80
Julian Martinez	1	7	13	79
Gaylon Caldwell	1	6	13	80
Derrick Broze	1	6	15	78
Theodis Daniel	1	4	13	82
Raykey Tezino	1	4	14	81

Figure 1 provides the combined proportion of likely voters who indicated that they either would definitely consider voting for the candidate or might consider voting for the candidate. The candidate with the largest share of voters who definitely would or might consider voting for them is Whitmire (64%), followed by Jackson Lee (50%), Garcia (29%), Gallegos (27%), Khan (19%) and Kaplan (18%). The remaining eight candidates are all in the single digits, ranging from Naoufal Houjami and Robin Williams at 9% to Raykey Tezino and Theodis Daniel at 5%.

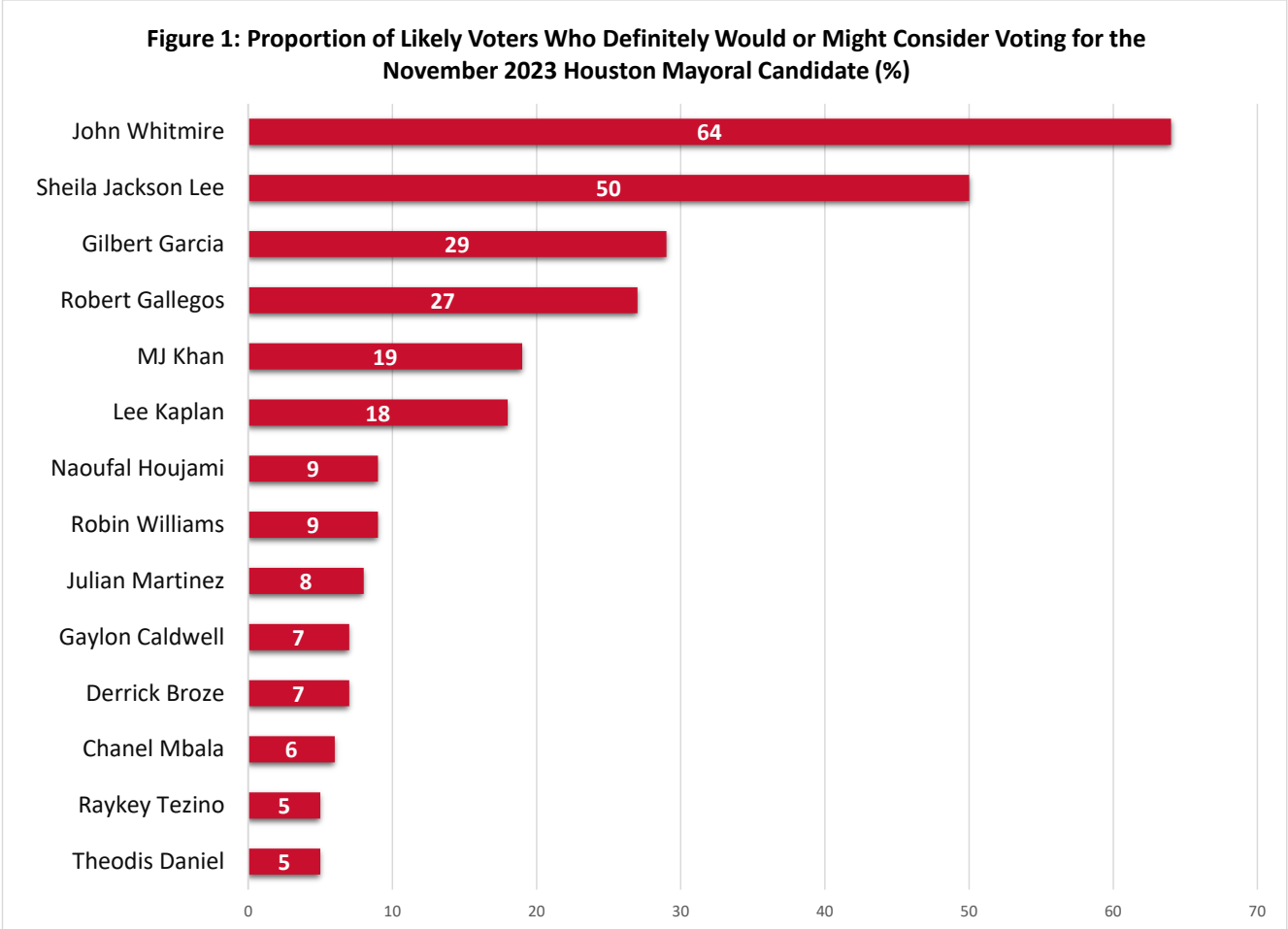
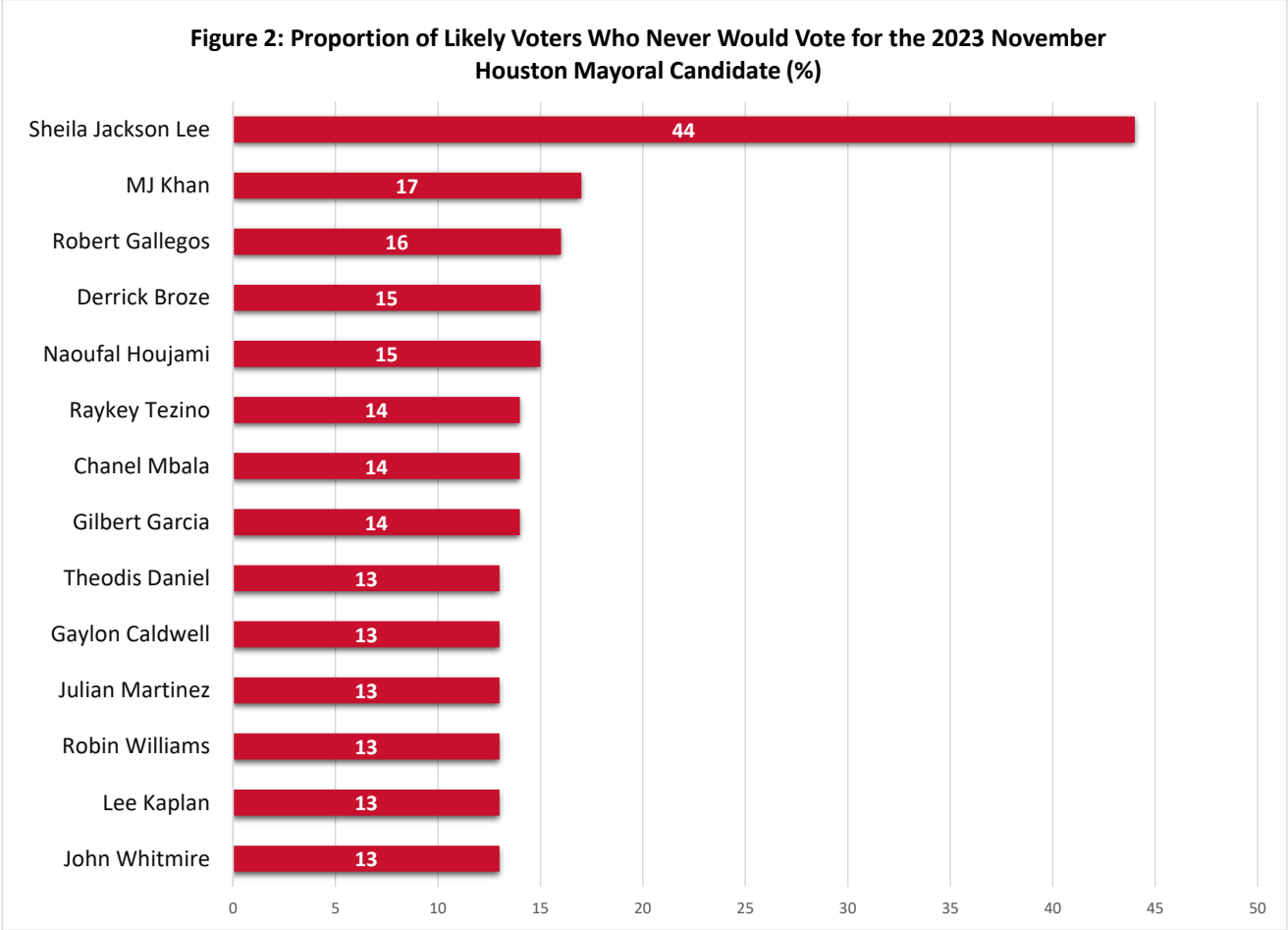


Figure 2 highlights the proportion of likely voters who indicate that they would never vote for the candidate in the 2023 Houston mayoral election. With one exception, the proportion of voters who indicate they would not vote for the candidates is very similar, ranging from a low of 13% to a high of 17%. The one exception is Jackson Lee, with 44% of likely Houston voters reporting that they would never vote for Jackson Lee in the 2023 mayoral election.



## Vote Intention in the November 2023 Houston Mayoral Election

Figure 3 provides the vote intention of likely voters in the November 2023 City of Houston mayoral election. Respondents had the option of selecting one of the 14 mayoral candidates or indicating that they did not know who they would vote for at this time. Whitmire is in first place with 34% of the intended vote, followed closely by Jackson Lee at 32%. The vote intention for the other candidates is in the low single digits, with Garcia at 3%, Kaplan, Gallegos and Khan at 2%, Derrick Broze and Robin Williams at 1%, and the remaining six candidates with 1% combined (with each candidate's vote intention less than 0.5%). One in five likely voters (22%) remains undecided.

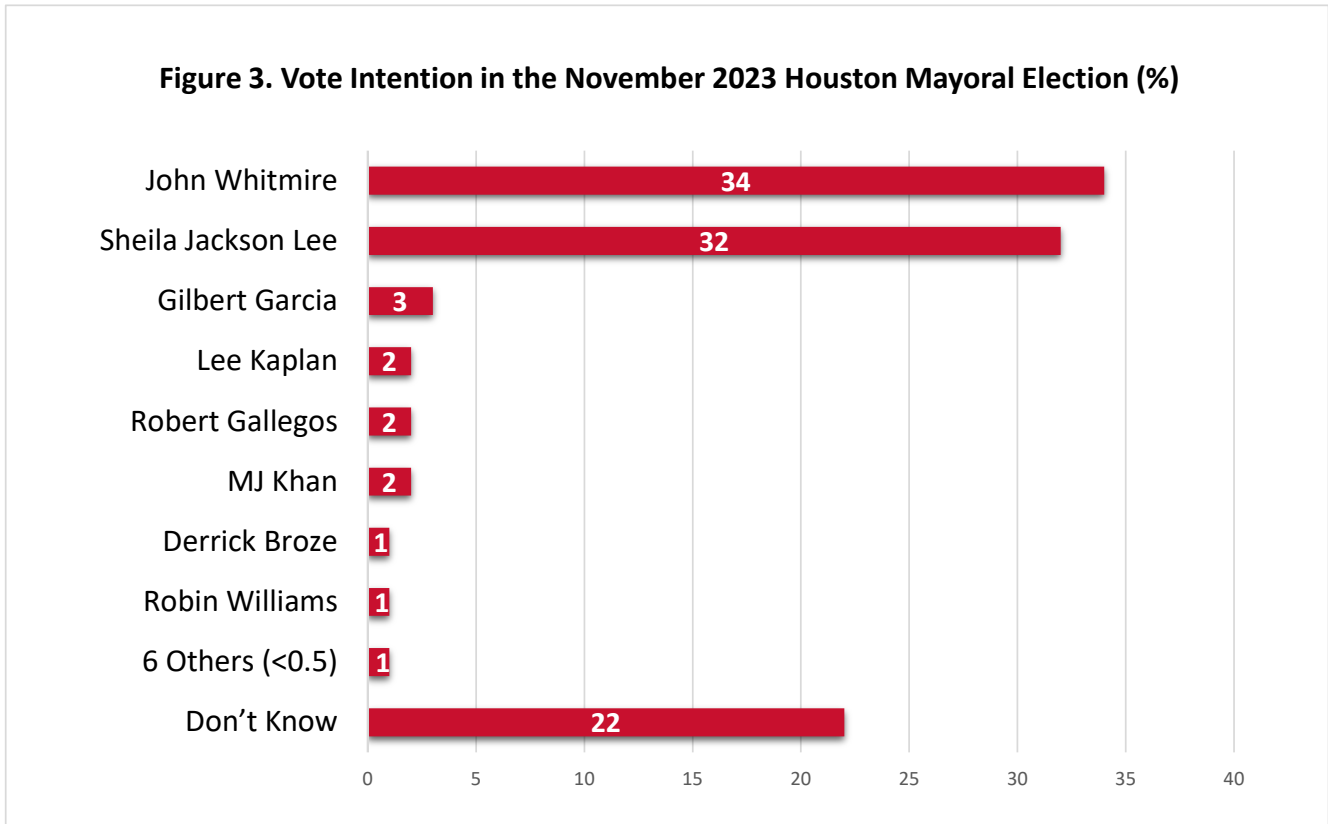




Table 2 provides the distribution of the November 2023 vote intention for the two leading mayoral candidates, Whitmire and Jackson Lee, the vote intention for the other candidates combined and the proportion indicating that they did not know who they would vote for, broken down by gender, ethnicity/race, generation and partisanship.

**Table 2. Socio-Demographic Groups & Distribution of 2023 November Houston Mayoral Vote Intention (%)**

Demographic	Sub-Group	Whitmire	Jackson Lee	Others	Don't Know
Gender	Women	30	37	10	23
	Men	38	26	16	20
Ethnicity/Race	White	42	21	11	26
	Black	14	65	7	14
	Latino	39	16	24	21
Generation	Silent/Boomer	35	34	10	21
	Generation X	36	30	12	22
	Millennial/Gen Z	26	30	19	25
Partisanship	Democrat	23	52	10	15
	Republican	56	2	17	25
	Independent	34	18	17	31
Overall		34	32	12	22

Jackson Lee (37%) holds a 7 percentage point lead over Whitmire (30%) among women, while Whitmire (38%) holds a 12 percentage point lead over Jackson Lee (26%) among men.

Jackson Lee’s vote intention among Black likely voters (65%) is more than four times that of Whitmire (14%), with the Black likely voters (14%) significantly less likely than the non-Black likely voters (25%) to be undecided about for whom to vote in November.

Whitmire holds a two to one lead over Jackson Lee among white likely voters (42% to 21%) and among Latino likely voters (39% to 16%). Notably more Latino likely voters (24%) than non-Latino likely voters (10%) intend to vote for one of the other candidates, with Garcia (9%), Gallegos (5%) and Khan (5%) all registering a noteworthy vote intention among Latinos.

There do not exist any salient differences in vote intention for Whitmire and Jackson Lee across the three generational groups, with the two effectively tied among the members of the Silent Generation/Boomer cohort (35% to 34%, respectively), Whitmire holding a narrow lead among Generation X (36% to 30%) and Jackson Lee holding a narrow lead among the Millennial/Generation Z cohort (30% to 26%).

Jackson Lee has a more than two to one lead over Whitmire among Democrats (52% to 23%). Whitmire holds a 28 to one lead over Jackson Lee among Republicans (56% to 2%) and an almost two to one lead in vote intention over Jackson Lee among Independents (34% to 18%). Almost one in three Independents (31%) remains undecided, as do 25% of Republicans, compared to only 15% of Democrats.

## Vote Intention in a December 2023 Houston Mayoral Election Runoff

If no candidate obtains more than 50% of the vote on November 7, a runoff will be held between the top two finishers in December (most likely on December 9, two days before the December 11 deadline to file for the 2024 primary elections for federal and state offices).

In a mayoral runoff election between Jackson Lee and Whitmire as shown in Figure 4, 51% of likely voters would cast a ballot for Whitmire and 33% for Jackson Lee, with 13% undecided and 3% indicating that if Jackson Lee and Whitmire were on the ballot they would not vote in the mayoral runoff.

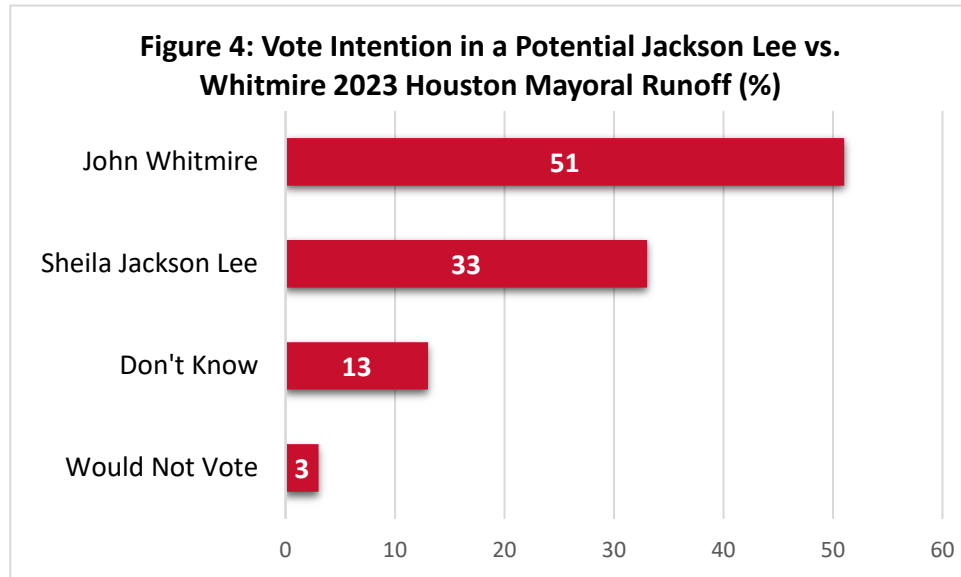


Table 3 provides the distribution of the vote intention for the two projected mayoral runoff candidates, Whitmire and Jackson Lee, and the proportion who are undecided and would not vote if these were the two runoff candidates, broken down by gender, ethnicity/race, generation and partisanship.

**Table 3. Socio-Demographic Groups & Distribution of 2023 Houston Mayoral Runoff Vote Intention (%)**

Demographic	Sub-Group	Whitmire	Jackson Lee	Don't Know	Would Not Vote
Gender	Women	43	38	16	3
	Men	58	27	10	5
Ethnicity Race	White	63	21	14	2
	Black	19	64	14	3
	Latino	54	27	10	9
Generation	Silent/Boomer	48	35	15	2
	Generation X	59	29	10	2
	Millennial/Gen Z	45	32	14	9
Partisanship	Democrat	28	55	16	1
	Republican	88	2	5	5
	Independent	60	18	16	6
Overall		51	33	13	3

In a runoff, Whitmire’s vote intention among women is 5 percentage points greater than that of Jackson Lee, 43% to 38%, with 16% undecided. Among men, Whitmire’s vote intention is 31 percentage points greater than that of Jackson Lee, 58% to 27%, with 10% undecided.

Jackson Lee bests Whitmire in runoff vote intention among Black likely voters by 45 percentage points, 64% to 19%. Whitmire bests Jackson Lee in runoff vote intention among white likely voters by 42 percentage points, 63% to 21%, and among Latino likely voters by 27 percentage points, 54% to 27%.

Whitmire enjoys a significant lead in runoff vote intention over Jackson Lee among all three generational groups, with a 13 percentage point lead among the Silent/Boomer cohort (48% to 35%), a 30 percentage point lead among Generation X (59% to 29%), and a 13 percentage point lead among the Millennial/Generation Z cohort (45% to 32%).

Jackson Lee’s runoff vote intention among Democrats is almost twice that of Whitmire (55% vs. 28%). Whitmire’s runoff vote intention among Republicans is 44 times that of Jackson Lee, 88% to 2%. Whitmire also holds a more than three to one advantage over Jackson Lee among Independents, 60% to 18%. While 16% of Democrats and of Independents remain undecided in this hypothetical runoff race, the same is true for only 5% of Republican likely voters.

Table 4 provides the vote intention among likely voters in eight other hypothetical runoffs, four involving Whitmire and four involving Jackson Lee. The opponents are the four other candidates from Figure 2 with the highest projected vote intention for the November mayoral election.

**Table 4. Vote Intention Under Eight Alternative 2023 Houston Mayoral Runoff Scenarios (%)**

Runoff Scenarios	Whitmire	Rival	Don't Know	Would Not Vote
Whitmire vs. Khan	49	11	35	5
Whitmire vs. Garcia	49	14	33	4
Whitmire vs. Kaplan	46	11	38	5
Whitmire vs. Gallegos	47	13	34	6
Runoff Scenarios	Jackson Lee	Rival	Don't Know	Would Not Vote
Jackson Lee vs. Khan	37	38	20	6
Jackson Lee vs. Kaplan	37	39	19	5
Jackson Lee vs. Garcia	37	41	17	5
Jackson Lee vs. Gallegos	34	42	18	6

Whitmire’s runoff vote intention is significantly higher than that of all of his potential rivals by margins that range within a narrow band from a high of 38 percentage points (49% to 11% vs. Khan) to a low of 34 percentage points (47% to 13% vs. Gallegos).

Jackson Lee’s runoff vote intention is narrowly lower than that of all of her potential rivals by margins that range from a low of 1 percentage point (37% to 38% vs. Khan) to a high of 8 percentage points (34% to 42% vs. Gallegos).

## Mayoral Candidate Favorable & Unfavorable Ratings

Table 5 provides the proportion of likely 2023 City of Houston voters with a very favorable, somewhat favorable, somewhat unfavorable, and very unfavorable opinion of the six leading mayoral candidates, as well as the proportion that did not know enough about the candidate to have an opinion.

**Table 5. Distribution of Favorable & Unfavorable Evaluations of Six Leading 2023 Houston Mayoral Candidates (%)**

Mayoral Candidate	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know Enough About
Sheila Jackson Lee	29	16	8	40	7
John Whitmire	26	35	8	8	23
Gilbert Garcia	5	19	9	4	63
Robert Gallegos	4	18	7	6	65
Lee Kaplan	3	11	5	5	76
MJ Khan	2	12	7	7	72

Three out of five (61%) City of Houston likely voters have either a very favorable (26%) or somewhat favorable (35%) opinion of Whitmire. Slightly less than half (45%) of City of Houston likely voters have either a very favorable (29%) or somewhat favorable (16%) opinion of Jackson Lee. Nearly half (48%) of these likely voters have either a very unfavorable (40%) or somewhat unfavorable (8%) opinion of Jackson Lee. One in six (16%) likely voters has either a very unfavorable (8%) or somewhat unfavorable (8%) opinion of Whitmire. Virtually all (93%) City of Houston likely voters know enough about Jackson Lee to have an opinion of her, one way or another, compared to 77% who know enough about Whitmire to have an opinion of him.

Between three-fifths (63%, Garcia) and three-fourths (76%, Kaplan) of likely voters don't know enough about the other four candidates to have an opinion of them. Among those with an opinion of these four candidates, Garcia is viewed favorably by the largest share of likely voters (24%), followed by Gallegos (22%), Kaplan (14%) and Khan (14%). Khan is viewed unfavorably by the largest share of likely voters (14%), followed closely by Garcia (13%), Gallegos (13%) and Kaplan (10%).

Table 6 provides the proportion of likely voters with a favorable and unfavorable opinion of Whitmire and Jackson Lee, along with the proportion who did not know enough about them to have an opinion, broken down by gender, ethnicity/race, generation and partisanship.

**Table 6. Distribution of Favorable & Unfavorable Opinions of Whitmire & Jackson Lee in Socio-Demographic Groups (%)**

Demographic	Sub-Group	Favorable Opinion		Unfavorable Opinion		Don't Know Enough	
		Whitmire	Jackson Lee	Whitmire	Jackson Lee	Whitmire	Jackson Lee
Gender	Women	59 (25)	55 (38)	15 (7)	38 (31)	26	7
	Men	62 (27)	36 (20)	17 (8)	57 (49)	21	7
Ethnicity/Race	White	62 (29)	36 (20)	16 (7)	57 (49)	22	7
	Black	54 (19)	76 (58)	15 (7)	17 (15)	30	8
	Latino	62 (28)	35 (18)	20 (13)	61 (48)	18	4
Generation	Silent/Boomer	67 (33)	49 (35)	15 (8)	46 (38)	19	5
	Generation X	59 (22)	41 (25)	16 (8)	53 (46)	25	5
	Millennial/Gen Z	46 (14)	39 (18)	21 (9)	46 (38)	33	16
Partisanship	Democrat	57 (25)	76 (48)	18 (9)	18 (11)	25	6
	Republican	69 (29)	4 (3)	14 (7)	90 (83)	18	6
	Independent	62 (22)	25 (15)	19 (12)	66 (56)	19	10
Overall		61 (26)	45 (29)	16 (8)	48 (40)	23	7

Note: Proportion strongly favorable and unfavorable in parentheses.

Whitmire is viewed favorably (very and somewhat) by comparable proportions of men (62%) and women (59%), while Jackson Lee is viewed favorably by a significantly larger proportion of women (55%) than men (36%). The same pattern exists in regard to unfavorable opinions, with comparable proportions among men and women vis-à-vis Whitmire (17% to 15%, respectively) and substantially more men (57%) than women (38%) with an unfavorable opinion of Jackson Lee. Nearly one-half (49%) of male likely voters hold a very unfavorable opinion of Jackson Lee.

An absolute majority of white (62%), Latino (62%) and Black (54%) likely voters have a favorable opinion of Whitmire, compared to 16%, 20% and 15%, respectively, who have an unfavorable opinion of the Dean of the Texas Senate. Nearly one in three Black likely voters (30%) does not know enough about Whitmire to have an opinion of him.

Three out of four (76%) Black likely voters have a favorable opinion of Jackson Lee, including more than half (58%) who have a very favorable opinion of the Congresswoman. A little more than one-third of white (36%) and Latino (35%) likely voters have a favorable opinion of Jackson Lee. An absolute majority of Latino (61%) and white (57%) likely voters have an unfavorable opinion of Jackson Lee, with close to half (48% and 49% respectively) having a very unfavorable opinion of the Congresswoman. Fewer than one in five (17%) Black voters has an unfavorable opinion of Jackson Lee.

Whitmire is viewed favorably by an absolute majority of the members of the Silent/Boomer (67%) and Generation X (59%) cohorts and by close to an absolute majority of members of the Millennial/Generation Z cohort (46%). Whitmire's unfavorable proportion among these three groups is 15%, 16% and 21%, respectively. One in three (33%) members of the Millennial/Generation Z cohort does not know enough about Whitmire to have either a favorable or unfavorable opinion of him.

Jackson Lee’s favorable rating ranges from 39% (Millennials/Generation Z) and 41% (Generation X) to 49% (Silent/Boomer). Jackson Lee’s unfavorable rating ranges from 46% among both the Millennial/Generation Z and Silent Generation/Baby Boomer cohort to 53% among Generation X. One in six (16%) members of the Millennial/Generation Z cohort does not know enough about Jackson Lee to have either a favorable or unfavorable opinion of her.

Absolute majorities of Republicans (69%), Independents (62%) and Democrats (57%) have a favorable opinion of Whitmire. There are little in the way of partisan differences in the proportion of Independents (19%), Democrats (18%) or Republicans (14%) with an unfavorable opinion of Whitmire.

Three out of four Democrats (76%), but only one out of twenty-five Republicans (4%), have a favorable opinion of Jackson Lee, as does one in four Independents (25%). Nine out ten Republicans (90%) have an unfavorable opinion of Jackson Lee (83% have a very unfavorable opinion of her), as do two-thirds (66%) of Independents. In contrast, only one in five Democrats (18%) has a negative opinion of Jackson Lee.

### Propensity to Vote For & Knowledge of the 2023 Houston Controller Candidates

Table 7 provides the proportion of likely voters who definitely would consider voting for, might consider voting for, or never would vote for the four announced candidates for City of Houston Controller. It also provides the proportion of these likely voters who do not know enough about the controller candidate to have an opinion of them.

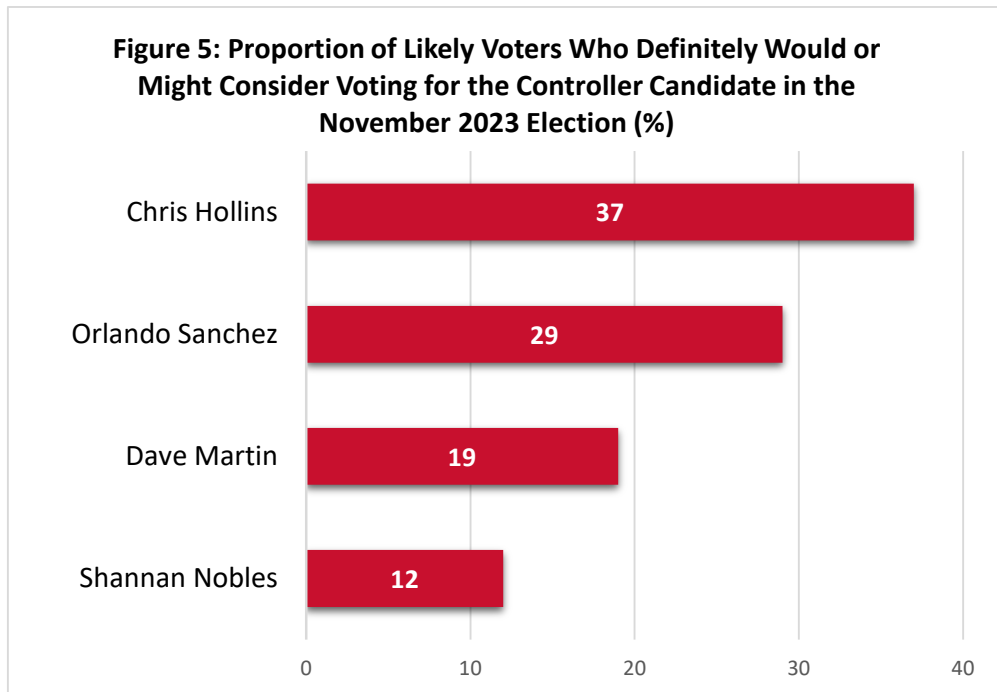
**Table 7. Proportion of Likely Houston Voters Who Definitely Would, Might or Never Would Vote for the November 2023 Controller Candidate (%)**

Controller Candidates	Definitely Would Consider Voting For	Might Consider Voting For	Never Would Vote For	Don't Know Enough About
Chris Hollins	20	17	8	55
Orlando Sanchez	9	20	15	56
Dave Martin	6	13	6	75
Shannan Nobles	2	10	5	83

More than half of likely voters do not know enough about the four candidates to have an opinion about voting for them, ranging from lows of 55% for Chris Hollins and 56% for Orlando Sanchez to highs of 83% for Shannan Nobles and 75% for Dave Martin.

Among those likely voters with an opinion, 20% would definitely consider voting for Hollins and 17% might consider voting for him, for a total of 37% (see Figure 5) of likely voters who definitely or might consider voting for him. Second is Sanchez, for whom 9% would definitely consider voting and 20% might consider voting, for a total of 29% of likely voters who definitely or might consider voting for him. Third is Martin, for whom 6% would definitely consider voting and 13% might consider voting, for a total of 19% of likely voters who definitely or might consider voting for him. Fourth is Nobles, for whom 2% would definitely consider voting and 10% might consider voting, for a total of 12% of likely voters who definitely or might consider voting for her. The only controller candidate with a double-

digit proportion who indicate they would never vote for them is Sanchez, with 15% of likely voters holding that position.



### Vote Intention in the November 2023 Houston Controller Election

Figure 6 contains the vote intention of likely voters for the November 2023 City of Houston Controller election. As of mid-July, more than half of likely voters (51%) did not know for whom they would vote in this contest in November. Among the 49% who did indicate they intend to vote for one of the four candidates, 24% intend to vote for Hollins, 16% for Sanchez, 6% for Martin and 3% for Nobles.

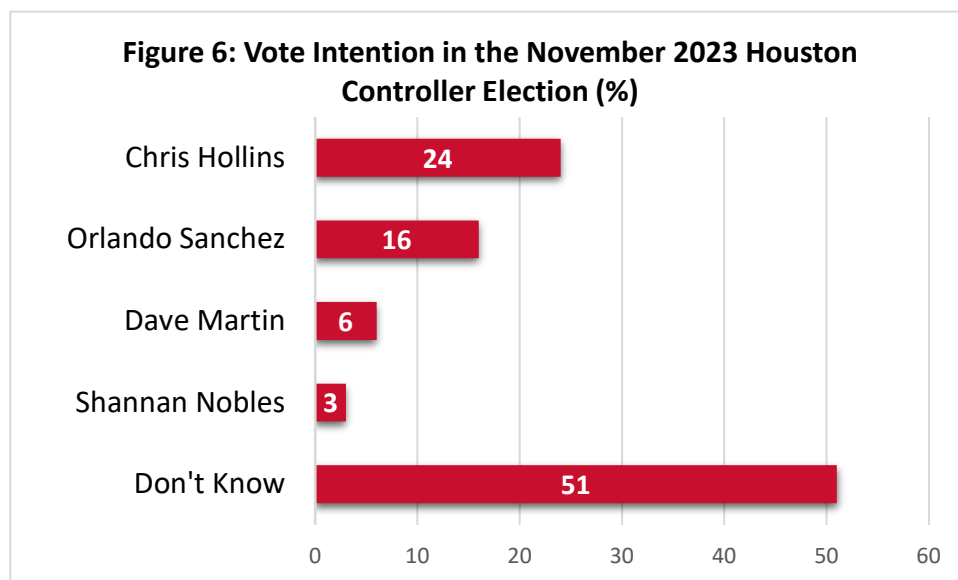


Table 8 provides the distribution of the vote intention for the two leading controller candidates, Hollins and Sanchez, the vote intention for the other two candidates combined, and the proportion of likely voters indicating that they did not know who they would vote for, broken down by gender, ethnicity/race, generation and partisanship.

**Table 8. Socio-Demographic Groups & Distribution of 2023 Houston Controller Vote Intention (%)**

Demographic	Sub-Group	Hollins	Sanchez	Others	Don't Know
Gender	Women	28	12	8	52
	Men	21	19	11	49
Ethnicity Race	White	18	15	11	56
	Black	41	10	4	45
	Latino	24	26	10	40
Generation	Silent/Boomer	24	18	10	48
	Generation X	26	16	9	49
	Millennial/Gen Z	21	9	9	61
Partisanship	Democrat	41	9	5	45
	Republican	7	23	16	54
	Independent	8	27	10	65
Overall		24	16	9	51

Hollins holds a notable 16 percentage point lead over Sanchez among women (28% to 12%), while the two are effectively deadlocked among men (21% vs. 19%). Slightly more than half of women (52%) and slightly less than half of men (49%) remain undecided in this race.

Hollins and Sanchez are for all intents and purposes tied among white voters (18% vs. 15%) and Latino voters (24% vs. 26%), with 56% of white voters and 40% of Latino voters still undecided. Two out of five Black likely voters (41%) intend to vote for Hollins compared to 10% who intend to vote for Sanchez and 45% who are undecided.

Hollins holds a lead over Sanchez in all three generational groups, ranging from a high of 12 percentage points (21% to 9%) among the Millennial/Generation Z cohort to a low of 6% among the Silent Generation/Baby Boomer cohort (24% to 18%). Three out of five (61%) members of the Millennial/Generation Z cohort remain undecided in this race.

Hollins is the preferred candidate among Democrats, with 41% intending to vote for him, compared to 9% for Sanchez, 5% for the other two candidates, and 45% who are undecided. Sanchez is the preferred candidate among Republicans (23%) and Independents (27%), of whom 7% and 8% intend to vote for Hollins, respectively. One in six (16%) Republicans intends to vote for one of the other two candidates, driven primarily by the 12% of Republicans who intend to vote for Martin. Two out of three Independents (65%) remain undecided in regard to their vote intention in the 2023 City of Houston Controller election.



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