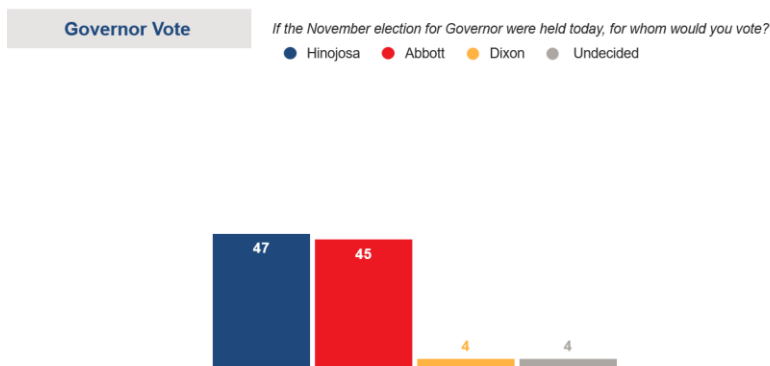


To: Interested Parties
 From: GBAO
 Date: October 12, 2026

Hinojosa Leads in Texas Governor's Race

With less than four weeks to go before Election Day, Gina Hinojosa now leads Governor Abbott in the race for Texas Governor, 47 – 45 percent.¹ Abbott, who is weighed down by his own low favorability and an unpopular party leader in President Trump, finds himself in the fight of his career – even after spending north of \$140M attempting to secure a fourth term as Governor.

Hinojosa has made significant inroads introducing herself to Texas voters and still has net positive standing as the race enters the stretch. This is now the fifth survey in the last few weeks to show Hinojosa with a lead in the race, including the NYT/Siena and Marist polls.



Key Findings

- **Abbott's standing underwater, Hinojosa making inroads.** Abbott is a well-known entity to Texans, and his 44 percent favorable/52 percent unfavorable standing is holding down his vote share. Hinojosa has seen her name ID jump up in recent weeks and is now known to 79 percent of likely voters. But her standing remains net positive (45 percent fav/33 percent unfav) even as Abbott has spent heavily to attack her.
- **President Trump struggling.** Despite carrying Texas by double-digits in 2024, President Trump's personal standing is net negative (44 percent fav/54 percent unfav).
- **Hinojosa tops Abbott in Gov race.** Among likely voters, Hinojosa leads Abbott, 47 – 45 percent with Libertarian Pat Dixon at 4 percent. Her lead over Abbott is built in part on wide margins with Independents (52 – 28 percent) and Hispanics (58 – 30 percent).

¹ On behalf of the Hinojosa campaign, GBAO conducted a survey with 800 likely November 2026 voters in Texas from Oct. 5-8, 2026. The survey was conducted in English and Spanish by telephone using live interviewers and text message. The survey is subject to a 3.5 percentage point margin of error at the 95percent confidence level.

