



HARRIS COUNTY 2025 SPORTS & ENTERTAINMENT



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON



**Harris County 2025:
Sports & Entertainment**
July 2025

The Hobby School of Public Affairs at the University of Houston conducted a survey of Harris County registered voters to assess their preferences and opinions about a wide range of salient local issues and public officials. The survey was fielded between July 9 and July 18, 2025 by contacting Harris County registered voters via SMS text messages through which they were directed to an online survey platform with the option to answer the survey in English or Spanish. Representative of the Harris County population of registered voters, the analysis population of 2,300 has a margin of error of +/- 2.04%. Within this overall Harris County survey population, representative samples also were collected for Harris County's four county commissioner precincts, with analysis populations of 550 for Precincts 2, 3, and 4 (margin of error of +/-4.18%) and of 650 for Precinct 1 (+/- 3.84%).

This study includes four reports. The first report examined the Harris County registered voters' opinions on the direction in which the county is headed, the most important problems facing Harris County, the impact of factors on the quality of life in their neighborhood, the job performance of county elected officials, and on potential candidates for the position of Harris County Judge. This report gauges the level of enthusiasm among Harris County registered voters for a destination theme park and for a motor speedway being built in Harris County and obtaining a Women's National Basketball Association (WNBA) team and a National Hockey League (NHL) team as well as their level of support for using public funds to renovate NRG Stadium and the Astrodome. A third report will assess Harris County registered voters' concerns about the potential impact of severe summer weather as well as their evaluation of CenterPoint's efforts to harden the region's electrical grid over the past year. An additional report utilized a unique survey population drawn from this larger survey project to analyze the candidate evaluations and vote intention of Harris County registered voters who are likely to vote in the November 2025 Texas Congressional District 18 Special Election.

EXECUTIVE SUMMARY

Roughly three-quarters of Harris County voters believe that Harris County should fund at least a portion of the cost of renovating NRG Stadium. 26% of Harris County voters believe that the county should pay between 21% and 40% of the renovation costs for NRG Stadium while 25% believe the county should pay for between 1% and 20%, and 23% believe the county should pay more than 40% of the cost of renovating NRG Stadium. One quarter (26%) believe the county should pay nothing.

An overwhelming majority of Harris County registered voters have a favorable opinion of NRG Stadiums' two tenants, with 81% having a favorable opinion of the Houston Livestock Show & Rodeo and 73% having a favorable opinion of the Houston Texans.

Only 12% and 18% of registered voters have an unfavorable opinion of the Houston Livestock Show & Rodeo and Houston Texans, respectively, with the remaining 7% and 9% not knowing enough about the organizations to have an opinion.

62% of Harris County registered voters support Harris County using public funds as part of a public-private partnership to help pay to renovate the Astrodome into an entertainment venue, while 38% oppose this initiative.

68% of Harris County registered voters are enthusiastic about a destination theme park resort being opened in Houston, while 32% are not enthusiastic.

36% of Harris County registered voters (and 50% of those with children under 18) say they would visit a destination theme park resort more than once a year, 25% would visit once a year, 21% would visit less than once a year (but would visit), and 18% would never visit.

48% of Harris County registered voters are enthusiastic about a major motor speedway designed to host NASCAR, Formula I and IndyCar races being opened in Houston, while 52% are not enthusiastic.

64% of Harris County registered voters are enthusiastic about Houston getting a Women's National Basketball Association (WNBA) team, while 36% are not enthusiastic.

61% of Harris County registered voters are enthusiastic about Houston getting a National Hockey League (NHL) team, while 39% are not enthusiastic.

75% of Harris County registered voters are enthusiastic about Houston hosting seven Men's Soccer World Cup games at NRG Stadium in the summer of 2026, while 25% are not enthusiastic.

SURVEY POPULATION DEMOGRAPHICS

White Harris County registered voters account for 39% of this survey population, Latino registered voters for 30%, Black registered voters for 22%, Asian American registered voters for 5%, and others for 4%. Women represent 52% of this population and men 48%. Almost one-third (30%) of the population is between the ages of 18 and 34, 34% between the ages of 35 and 54, and 36% are age 55 and older. Half of the respondents (50%) have a four-year college degree, while half (50%) do not. A little more than one-fifth of these Harris County registered voters (22%) report that a child under the age of 18 lives in their home, while 78% report that no child under 18 lives in their home. Democrats account for 45% of this population, Republicans for 33% and Independents for 15%, with 7% either unsure of their partisan identification or identifying with another party or group.

FUNDING THE RENOVATION OF NRG STADIUM

The survey respondents were asked the following question related to public funding of the renovation of NRG Stadium:

“Harris County owned NRG Stadium (home of the NFL’s Houston Texans and the Houston Livestock Show & Rodeo) is in need of renovations costing between \$1 billion and \$2 billion. When NRG Stadium was built, public funding paid for 60% of the cost of the stadium and the Houston Texans paid for 40%. Which of the numbers below comes closest to the proportion of the renovation cost that you think should be publicly funded by Harris County?” The response options were: 0%, 1-20%, 21-40%, 41-60%, 61-80%, 80-100%, and unsure.

Figure 1 provides the distribution of the responses of these Harris County registered voters (the small proportion who answered unsure are excluded). A quarter (26%) of Harris County registered voters believe that Harris County should not provide any funding for the renovation of NRG Stadium, another quarter (25%) believe that Harris County should provide funding in the 1% to 20% range, and another quarter (26%) believe that Harris County should provide funding in the 21% to 40% range. The remaining quarter (23%) of Harris County registered voters is split among those who believe the county should provide 41-60% (18%), 61-80% (3%), and 80-100% (2%) of the funding.

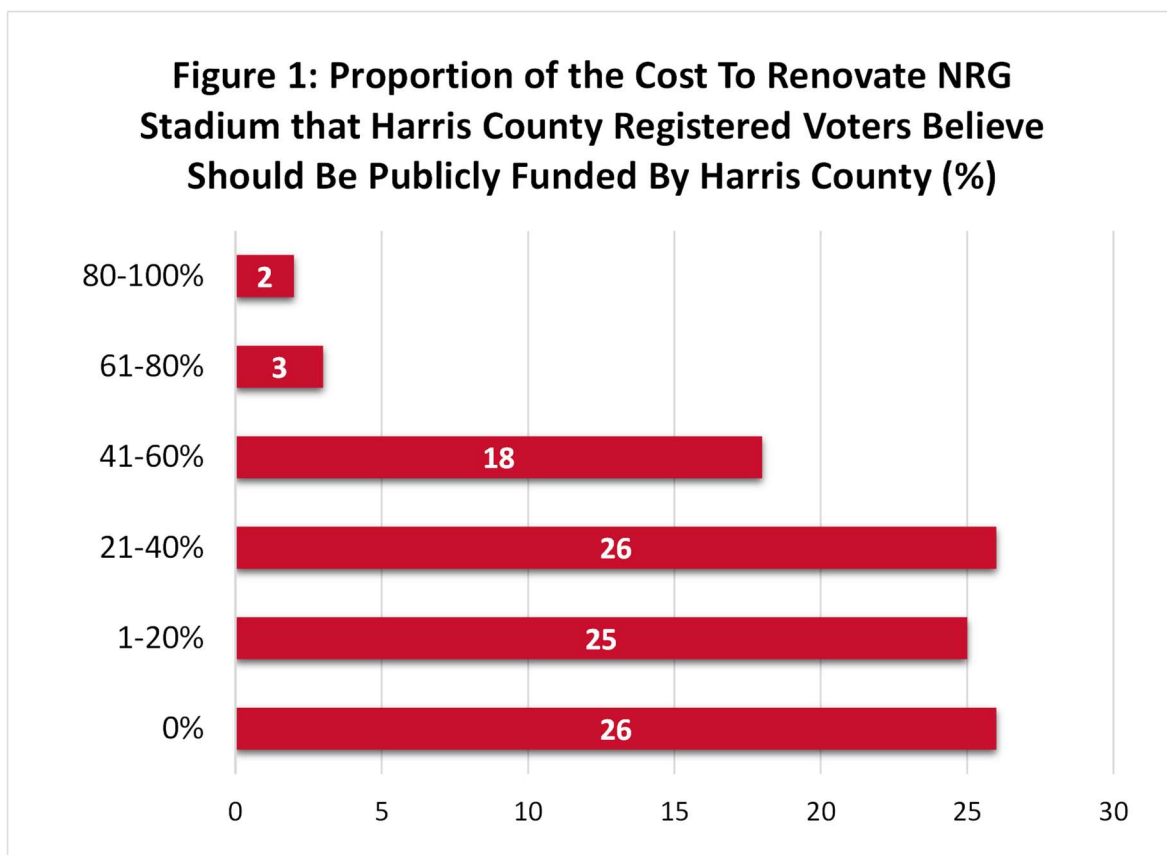


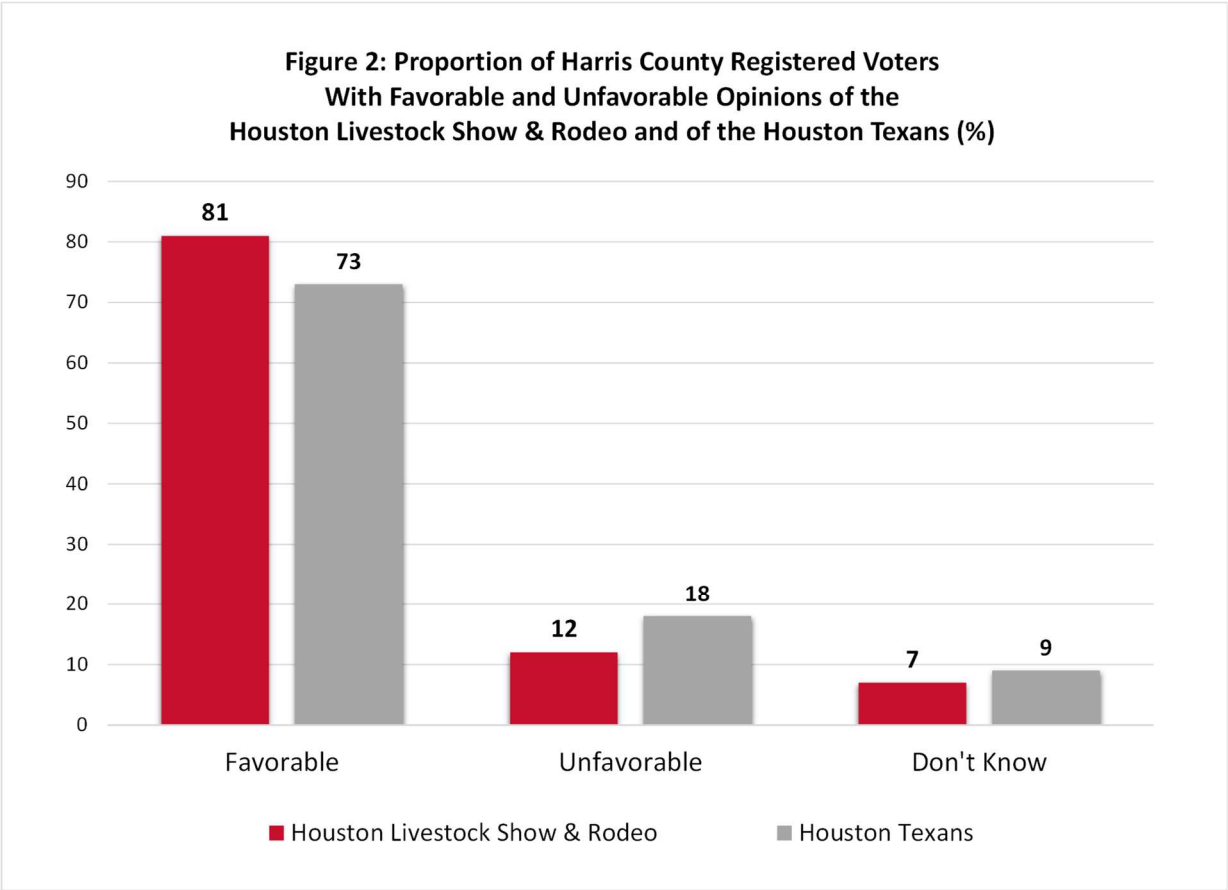
Table 1 provides the distribution of the proportion of Harris County residents who believe that Harris County should provide 0%, 1-20%, 21-40%, 41-60%, and 61-100% of the funding to renovate NRG Stadium, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 1: Proportion of the NRG Stadium Renovation Cost that Should be Covered with Public Funds, by Sub-Group (%)

Socio-Demographic	Sub-Group	0 Percent	1-20 Percent	21-40 Percent	41-100 Percent	61-100 Percent
Overall		26	25	26	18	5
Gender	Women	22	28	27	17	6
	Men	30	23	24	20	3
Ethnicity/Race	White	28	25	25	19	3
	Latino	28	25	27	15	5
	Black	19	25	27	23	6
Age	18 to 34	18	29	31	18	4
	35 to 54	32	25	23	16	4
	55+	26	23	24	22	5
Education	College Degree	24	25	28	19	4
	No College Degree	28	26	23	18	5
Children < 18 in Home	Yes	30	23	23	19	5
	No	24	27	27	18	4
Partisanship	Democratic	20	27	28	20	5
	Independent	29	22	29	16	4
	Republican	31	26	21	18	4
Commissioner Precinct	1	25	24	27	19	5
	2	27	29	23	16	5
	3	28	25	24	19	4
	4	25	24	27	20	4

Overall, there are not any significant socio-demographic differences in the distribution of the preferences for the proportion of the NRG Stadium renovation cost that should be publicly funded by Harris County.

Figure 2 provides the proportion of Harris County registered voters with a favorable and unfavorable opinion of the Houston Livestock Show & Rodeo (HLSR) and of the Houston Texans, the main tenants of NRG Stadium, along with the proportion of registered voters who do not know enough about the Houston Livestock Show & Rodeo and about the Texans to have an opinion about the organization, one way or another.



More than four out of five (81%) of Harris County registered voters have a favorable opinion of the Houston Livestock Show & Radio, while 12% have an unfavorable opinion and 7% do not know enough about the HLSR to have an opinion. Almost three out of four (73%) Harris County registered voters have a favorable opinion of the Houston Texans, while 18% have an unfavorable opinion and 9% don't know enough about the Texans to have an opinion.

Table 2 provides the proportion of Harris County registered voters with a favorable and unfavorable opinion of the Houston Livestock Show & Radio and of the Houston Texans, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 2: Favorable & Unfavorable Evaluations of the Houston Livestock Show & Rodeo and Houston Texans, by Sub-Group (%)

Socio-Demographic	Sub-Group	HLSR Favorable	HLSR Unfavorable	Texans Favorable	Texans Unfavorable
Overall		81	12	73	18
Gender	Women	81	12	71	17
	Men	80	13	74	19
Ethnicity/Race	White	83	11	72	18
	Latino	78	16	70	22
	Black	82	10	78	12
Age	18 to 34	79	12	65	22
	35 to 54	80	15	72	19
	55+	83	11	79	15
Education	College Degree	82	11	71	19
	No College Degree	79	14	73	18
Children < 18 in Home	Yes	79	15	71	20
	No	81	12	73	18
Partisanship	Democratic	81	13	72	18
	Independent	78	14	74	17
	Republican	85	10	75	19
Commissioner Precinct	1	83	11	77	16
	2	77	16	68	21
	3	79	14	72	19
	4	84	9	72	18

Note: The "Don't Know" responses are not included in the table.

Overall, there are no significant socio-demographic differences in the proportion of Harris County registered voters who have a favorable and unfavorable opinion of the Houston Livestock Show & Radio and of the Houston Texans, with one minor exception. The exception is that Harris County registered voters who are 55 and older (79%) are significantly more likely than those under the age of 35 (65%) to have a favorable opinion of the Houston Texans, although, it is important to note that almost two-thirds of these younger voters have a favorable opinion of the Texans.

A PUBLIC-PRIVATE PARTNERSHIP TO RENOVATE THE ASTRODOME

The survey respondents were asked the following question related to support for or opposition to a public-private partnership to renovate the Astrodome:

“2002 was the last year an event was held at the Astrodome. To what extent would you support or oppose Harris County using public funds as part of a public-private partnership to help pay to renovate the Astrodome for use as an entertainment venue with additional space for offices, lodging, retail, and restaurants?”

Figure 3 reveals that 62% of Harris County registered voters support Harris County using public funds as part of a public-private partnership to help pay to renovate the Astrodome for use an entertainment venue, while 38% oppose this initiative.

Figure 3: Proportion of Harris County Registered Voters Who Support & Oppose Using Public Funds As Part of a Public-Private Partnership To Renovate the Astrodome as an Entertainment Venue (%)

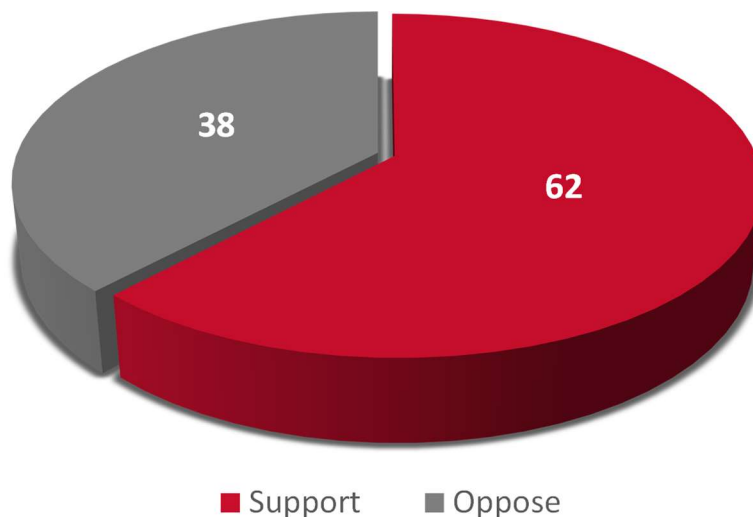


Table 3 provides the proportion of Harris County registered voters who support and oppose a public-private partnership to help pay to renovate the Astrodome, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 3: Support For & Opposition To a Public-Private Partnership to Redevelop the Astrodome, by Sub-Group (%)

Socio-Demographic	Sub-Group	Support	Oppose
Overall		62	38
Gender	Women	61	39
	Men	64	36
Ethnicity/Race	White	62	38
	Latino	64	36
	Black	63	37
Age	18 to 34	64	36
	35 to 54	61	39
	55+	63	37
Education	College Degree	62	38
	No College Degree	63	37
Children < 18 in Home	Yes	58	42
	No	64	36
Partisanship	Democratic	69	31
	Independent	63	37
	Republican	55	45
Commissioner Precinct	1	63	37
	2	66	34
	3	59	41
	4	60	40

Overall, there are not any significant socio-demographic differences in the proportion of Harris County registered voters who support and oppose a public-private partnership to help pay for the renovation of the Astrodome, with one exception. Harris County Democrats are significantly more likely than Harris County Republicans to support this public-private partnership (69% vs. 55%) and are significantly less likely to oppose it (31% vs. 45%). That said, the public-private partnership still enjoys the support of a majority of Harris County Republicans.

THE OPENING OF A DESTINATION THEME PARK RESORT IN HOUSTON

The survey respondents were asked the following question related to their level of enthusiasm regarding a destination theme park resort being opened in Houston:

“How enthusiastic would you be about a destination theme park, water park and resort for all ages like Disney World or Universal Studios being opened in Houston?”

Figure 4 reveals that more than two-thirds (68%) of Harris County registered voters are enthusiastic about a destination theme park resort being opened in Houston, while less than one-third (32%) are not enthusiastic about a theme park being opened.

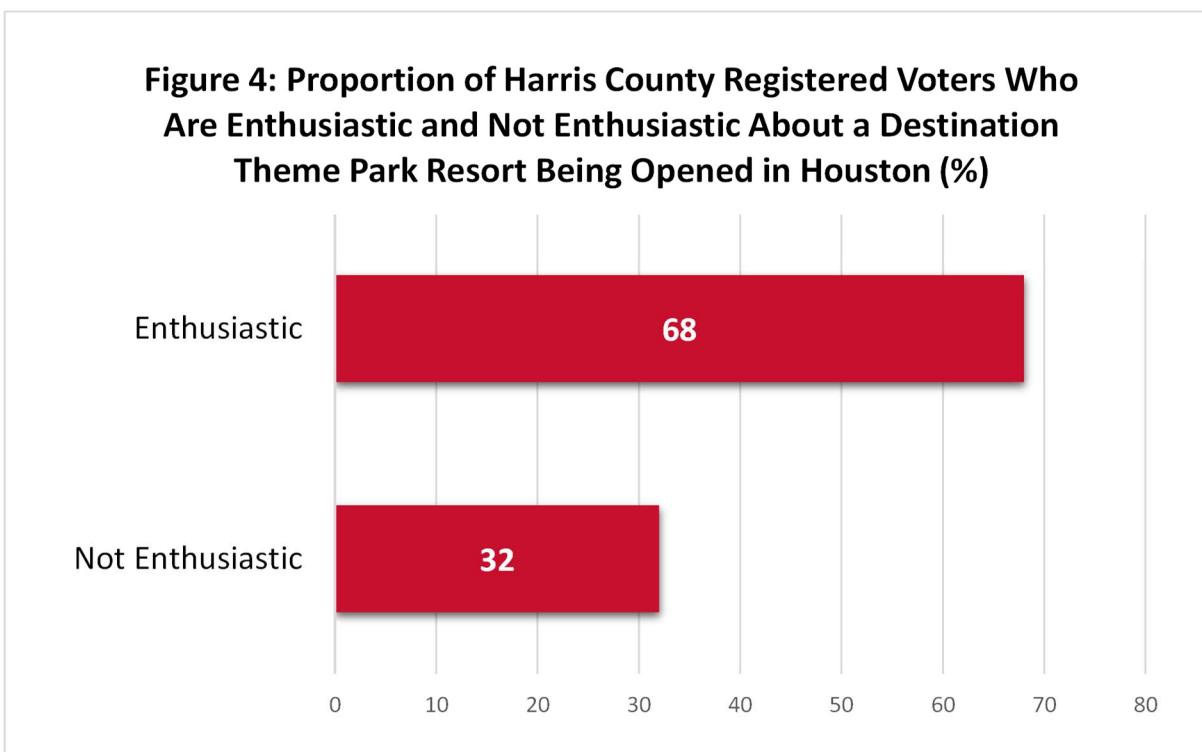


Table 4 provides the proportion of Harris County registered voters who are enthusiastic and who are not enthusiastic about a destination theme park resort being opened in Houston, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 4: Proportion of Harris County Registered Voters Who Are Enthusiastic and Not Enthusiastic About a Destination Theme Park Resort Being Opened in Houston, by Sub-Group (%)

Socio-Demographic	Sub-Group	Enthusiastic	Not Enthusiastic
Overall		68	32
Gender	Women	68	32
	Men	69	31
Ethnicity/Race	White	61	39
	Latino	72	28
	Black	79	21
Age	18 to 34	64	36
	35 to 54	71	29
	55+	69	31
Education	College Degree	64	36
	No College Degree	71	29
Children < 18 in Home	Yes	75	25
	No	65	35
Partisanship	Democratic	73	27
	Independent	68	32
	Republican	61	39
Commissioner Precinct	1	68	32
	2	70	30
	3	68	32
	4	66	34

With three exceptions, there are no significant socio-demographic differences in the proportion of Harris County registered voters who are enthusiastic about a destination theme park resort being opened in Houston. The first exception is that Black (79%) and, to a lesser extent, Latino (72%) Harris County registered voters are more enthusiastic than White (61%) registered voters about the opening of a theme park, although more than three-fifths of White voters are enthusiastic. Second, Democrats (73%) are significantly more enthusiastic than Republicans (61%) about the opening of a theme park, although more than three-fifths of Republicans are enthusiastic. Third, registered voters with children under 18 living with them (75%) are significantly more likely than those without children under 18 in their home (65%) to be enthusiastic about the opening of a theme park, although almost two-thirds of voters without children in their home are enthusiastic.

The survey respondents were also asked how often they would visit a new destination theme park resort were one to open in Houston later this decade. Figure 5 reveals that 36% would visit the theme park resort more than once a year, 25% would visit once a year, 21% would visit less than once a year (but would visit), and 18% would never visit the theme park.

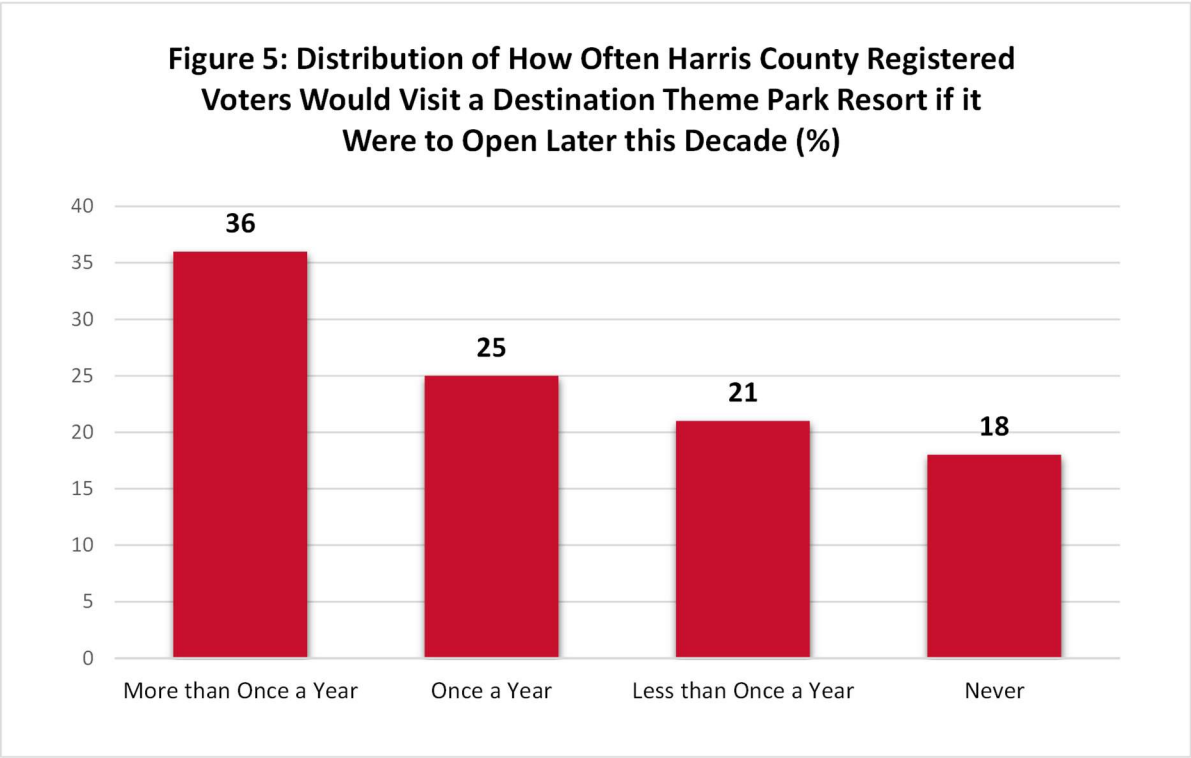


Table 5 provides the distribution of the frequency at which Harris County registered voters who would visit a destination theme park resort, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 5: How Often Harris County Registered Voters Would Visit a Destination Theme Park Resort, by Sub-Group (%)

Socio-Demographic	Sub-Group	More Than Once a Year	Once a Year	Less Than Once a Year	Never
Overall		36	25	21	18
Gender	Women	34	24	22	20
	Men	37	25	21	17
Ethnicity/Race	White	27	23	26	24
	Latino	41	26	19	14
	Black	48	26	14	12
Age	18 to 34	35	26	23	16
	35 to 54	42	25	20	13
	55+	28	24	22	26
Education	College Degree	31	26	23	20
	No College Degree	40	24	20	16
Children < 18 in Home	Yes	50	26	16	8
	No	30	24	24	22
Partisanship	Democratic	38	26	21	15
	Independent	41	25	18	16
	Republican	29	22	24	25
Commissioner Precinct	1	34	25	22	19
	2	39	23	20	18
	3	34	26	25	15
	4	34	24	21	21

With two main exceptions, there are not any significant socio-demographic differences in the frequency at which Harris County registered voters would visit a destination theme park resort were one to open later this decade. The first exception is that registered voters with children under the age of 18 in their home (50%) are significantly more likely than those without children at home (30%) to report that they would visit the theme park more than once a year. Second, Black registered voters (48%), and to a lesser extent Latino registered voters (41%), are significantly more likely than White registered voters (27%) to report that they would visit the theme park more than once a year.

THE OPENING OF A MOTOR SPEEDWAY IN HOUSTON

The survey respondents were asked the following question related to their level of enthusiasm regarding a motor speedway being opened in Houston:

“How enthusiastic would you be about a major motor speedway designed to host NASCAR, Formula 1, IndyCar and other racing events being opened in Houston?”

Figure 6 reveals that Harris County registered voters are evenly divided in their position vis-à-vis a major motor speedway being opened in Houston, with 48% enthusiastic about the prospect of a speedway being opened and 52% not enthusiastic.

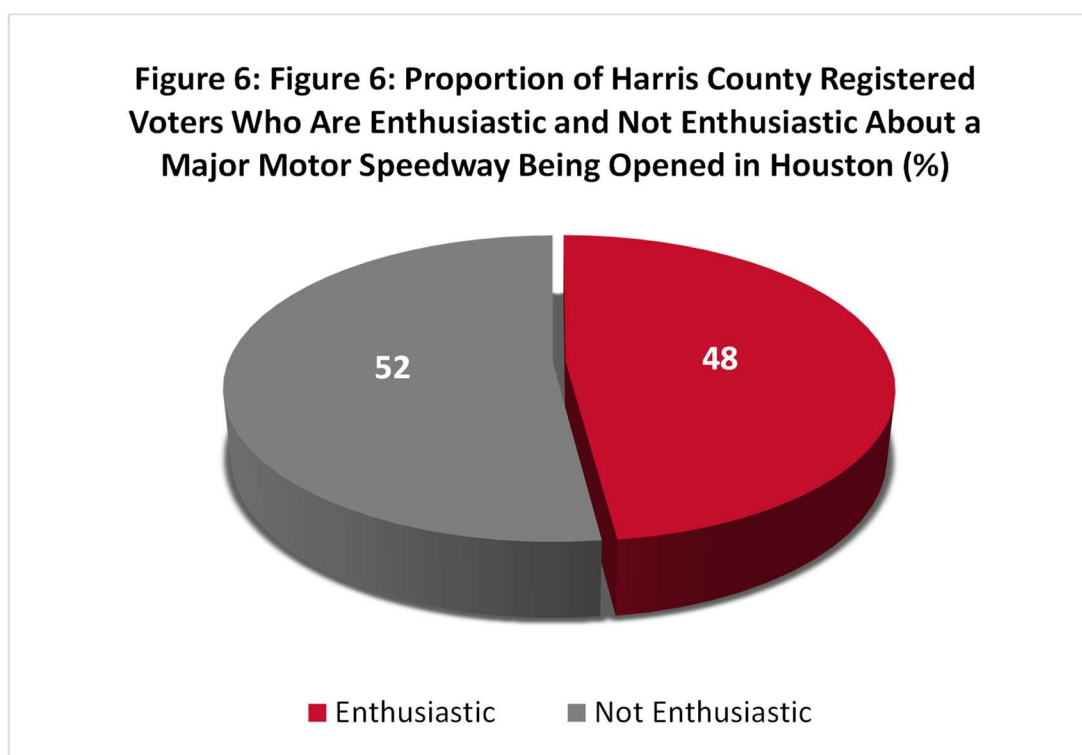


Table 6 provides the proportion of Harris County registered voters who are enthusiastic and not enthusiastic about a major motor speedway being opened in Houston, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 6: Proportion of Harris County Registered Voters Who Are Enthusiastic and Not Enthusiastic About a Motor Speedway Being Opened in Houston, by Sub-Group (%)

Socio-Demographic	Sub-Group	Enthusiastic	Not Enthusiastic
Overall		48	52
Gender	Women	44	46
	Men	53	47
Ethnicity/Race	White	44	56
	Latino	51	49
	Black	52	48
Age	18 to 34	46	54
	35 to 54	55	45
	55+	44	56
Education	College Degree	47	53
	No College Degree	49	51
Children < 18 in Home	Yes	56	44
	No	45	55
Partisanship	Democratic	42	58
	Independent	45	55
	Republican	56	44
Commissioner Precinct	1	45	55
	2	49	51
	3	54	46
	4	47	53

With three main exceptions, there are not any significant socio-demographic differences in the proportion of Harris County registered voters who are enthusiastic and not enthusiastic about a major motor speedway being opened in Houston. The first exception is that men (53%) are significantly more likely than women (44%) to be enthusiastic about a speedway being opened. Second families with children under the age of 18 in the home (56%) are significantly more likely than those without children under 18 at home (45%) to be enthusiastic about a speedway being opened. Third, Republicans (56%) are significantly more likely than Democrats (42%) to be enthusiastic about a speedway being opened.

THE ESTABLISHMENT OF A WNBA TEAM AND OF AN NHL TEAM IN HOUSTON

The survey respondents were asked how enthusiastic they would be about Houston getting a Women's National Basketball Association (WNBA) team and about Houston getting a National Hockey League (NHL) team.

Figure 7 highlights that 64% of Harris County registered voters are enthusiastic about Houston obtaining a WNBA team while 36% are not enthusiastic. Similarly, 61% of Harris County registered voters are enthusiastic about Houston obtaining an NHL team while 39% are not enthusiastic.

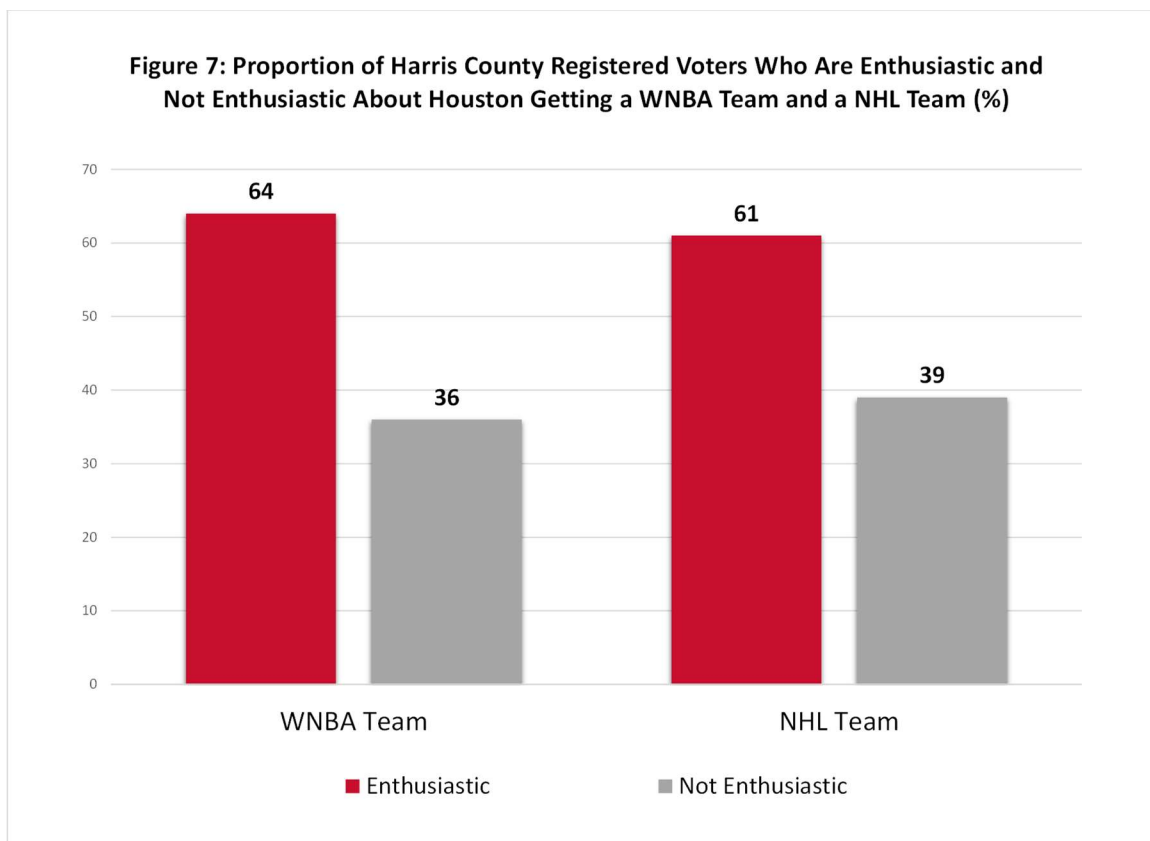


Table 7 provides the proportion of Harris County registered voters who are enthusiastic and not enthusiastic about Houston obtaining a WNBA team and an NHL team, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 7: Proportion of Harris County Registered Voters Who Are Enthusiastic and Not Enthusiastic About Houston Obtaining a WNBA or NHL Team, by Sub-Group (%)

Socio-Demographic	Sub-Group	WNBA Team		NHL Team	
		Enthusiastic	Not Enthusiastic	Enthusiastic	Not Enthusiastic
Overall		64	36	61	39
Gender	Women	76	24	60	40
	Men	52	48	62	38
Ethnicity/Race	White	57	43	65	35
	Latino	63	37	59	41
	Black	82	18	57	43
Age	18 to 34	65	35	64	36
	35 to 54	62	38	63	37
	55+	65	35	57	43
Education	College Degree	65	35	62	38
	No College Degree	63	37	60	40
Children < 18 in Home	Yes	59	41	59	41
	No	66	34	62	38
Partisanship	Democratic	80	20	63	37
	Independent	68	32	63	37
	Republican	38	62	60	40
Commissioner Precinct	1	71	29	61	39
	2	62	38	59	41
	3	60	40	61	39
	4	61	39	64	36

There are strong gender, ethnic/racial, partisan and county commissioner precinct differences in enthusiasm among Harris County registered voters about Houston obtaining a WNBA team. First, women (76%) are significantly more likely than men (52%) to be enthusiastic. Second, Black registered voters (82%) are significantly more likely than Latino (63%) and White (57%) registered voters to be enthusiastic. Third, Democrats (80%) are significantly more likely than Republicans (38%) to be enthusiastic. Fourth, registered voters in Harris County Commissioner Precinct 1 (71%) are significantly more likely than registered voters in the other three Harris County Commissioner Precincts to be enthusiastic.

In contrast to the case for a WNBA team, there are no noteworthy socio-demographic differences in enthusiasm among Harris County registered voters for Houston obtaining an NHL team.

THE 2026 WORLD CUP GAMES BEING HOSTED IN HOUSTON AT NRG STADIUM

The survey respondents were asked how enthusiastic they are about Houston hosting seven FIFA Men's Soccer World Cup games in the summer of 2026 at NRG Stadium.

Figure 8 reveals that 75% of Harris County registered voters are enthusiastic about Houston hosting seven 2026 World Cup games, while 25% are not enthusiastic.

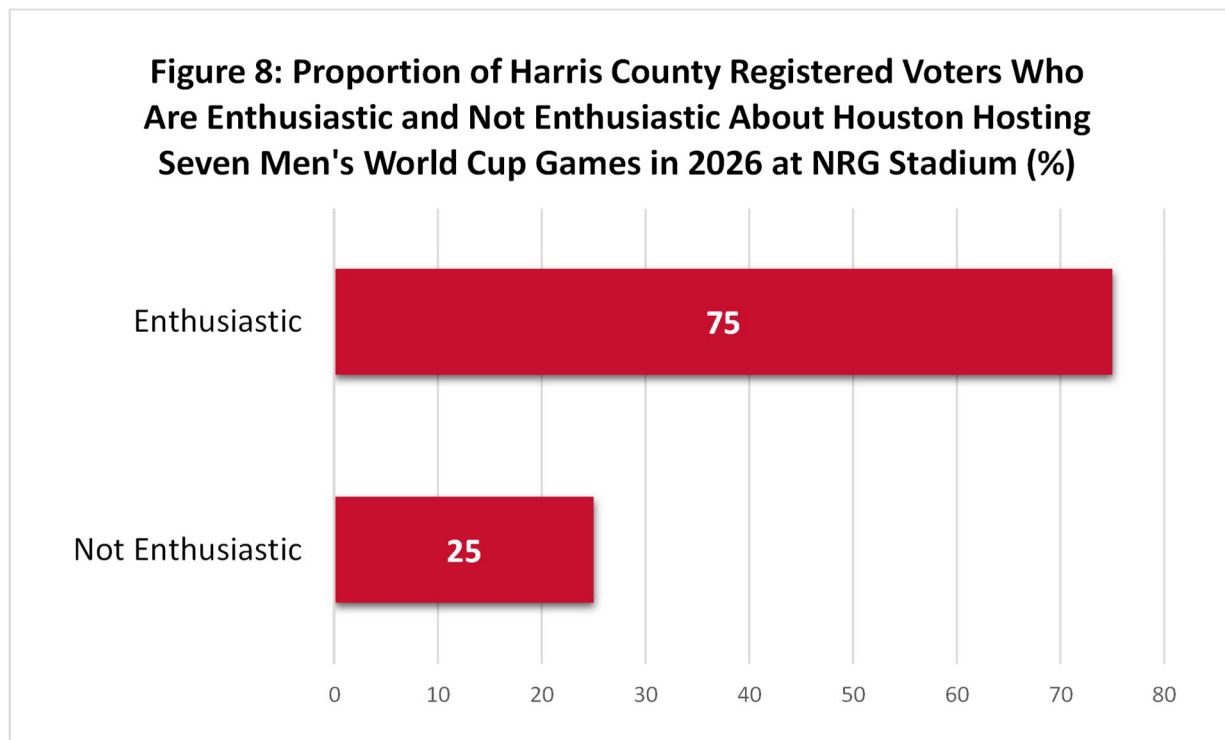


Table 8 provides the proportion of Harris County registered voters who are enthusiastic and not enthusiastic about Houston hosting seven World Cup games in the summer of 2026, broken down by gender, ethnicity/race, age, education, the presence of children under 18 in the home, partisanship, and the county commissioner precinct in which the registered voter resides.

Table 8: Proportion of Harris County Registered Voters Who Are Enthusiastic and Not Enthusiastic About Seven World Cup Games Being Played in Houston, by Sub-Group (%)

Socio-Demographic	Sub-Group	Enthusiastic	Not Enthusiastic
Overall		75	25
Gender	Women	76	24
	Men	75	25
Ethnicity/Race	White	69	31
	Latino	84	16
	Black	74	26
Age	18 to 34	75	24
	35 to 54	77	23
	55+	74	26
Education	College Degree	77	23
	No College Degree	73	27
Children < 18 in Home	Yes	75	25
	No	75	25
Partisanship	Democratic	79	21
	Independent	80	20
	Republican	69	31
Commissioner Precinct	1	80	20
	2	75	25
	3	71	29
	4	73	27

With two main exceptions, there are not any significant socio-demographic differences in the proportion of Harris County registered voters who are enthusiastic (and not enthusiastic) about Houston hosting seven World Cup games in the summer of 2026. The first exception is that Latino registered voters (84%) are significantly more likely than White registered voters (69%) to be enthusiastic, although it is important to note that more than two-thirds of White voters are enthusiastic. Second, Democrats (79%) are significantly more likely than Republicans (69%) to be enthusiastic, although it is once again important to note that more than two-thirds of Republicans are enthusiastic.

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RECOMMENDED CITATION

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