BARBARA JORDAN
PUBLIC POLICY RESEARCH AND SURVEY CENTER

THE 2026 TEXAS U.S. SENATE REPUBLICAN & DEMOCRATIC PRIMARIES

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EXECUTIVE SUMMARY

The Barbara Jordan Public Policy Research and Survey Center at Texas Southern University conducted a representative survey of 1,500 likely 2026 Texas Republican primary voters (margin of error of +/- 2.53%) and of 1,500 likely 2026 Texas Democratic primary voters (margin of error of +/- 2.53%) between August 6 and August 12, 2025.

In a two-way Texas U.S. Senate Republican primary between Texas Attorney General Ken Paxton and U.S. Senator John Cornyn, the vote intention of likely primary voters is 44% for Paxton, 39% for Cornyn, and 17% unsure.

In a three-way Texas U.S. Senate Republican primary between Paxton, Cornyn and U.S. Congressman Wesley Hunt, the vote intention of likely primary voters is 35% for Paxton, 30% for Cornyn, 22% for Hunt, and 13% unsure.

In a three-way Texas U.S. Senate Republican primary between Paxton, Cornyn and U.S. Congressman Ronny Jackson, the vote intention of likely primary voters is 38% for Paxton, 33% for Cornyn, 15% for Jackson, and 14% unsure.

In a two-way Texas U.S. Senate Republican primary between Paxton and Jackson, the vote intention of likely primary voters is 44% for Paxton, 33% for Jackson, and 23% unsure.

In a two-way Texas U.S. Senate Republican primary between Cornyn and Jackson, the vote intention of likely primary voters is 43% for Cornyn, 35% for Jackson, and 22% unsure.

In a two-way Texas U.S. Senate Republican primary between Paxton and Hunt, the vote intention of likely primary voters is 43% for Paxton, 36% for Hunt, and 21% unsure.

In a two-way Texas U.S. Senate Republican primary between Cornyn and Hunt, the vote intention of likely primary voters is 42% for Cornyn, 36% for Hunt, and 22% unsure.

While 98% and 97% of likely Republican primary voters know enough about Paxton and Cornyn to have an opinion about voting for them, only 66% and 59% know enough about Hunt and Jackson to have an opinion about voting for them.

41% of likely primary voters would be more likely to vote for a candidate in the 2026 GOP U.S. Senate primary if the candidate was endorsed by President Donald Trump, while 17% would be less likely to vote for the candidate and 42% say it would have no effect on their vote decision.

In a two-way Texas U.S. Senate Democratic primary between former congressman Colin Allred and former congressman Beto O'Rourke, the vote intention of likely primary voters is 58% for O'Rourke, 38% for Allred, and 4% unsure.

In a two-way Texas U.S. Senate Democratic primary between Allred and State Representative James Talarico, the vote intention of likely primary voters is 50% for Allred, 43% for Talarico, and 7% unsure.

In a two-way Texas U.S. Senate Democratic primary between Allred and Congressman Joaquin Castro, the vote intention among likely primary voters is 52% for Allred, 41% for Castro, and 7% unsure.

While 99% and 98% of likely Democratic primary voters know enough about O'Rourke and Allred to have an opinion about voting for them, a smaller proportion (87% and 74%) know enough about Castro and Talarico to have an opinion about voting for them.

31% of likely Republican primary voters say they would never vote for Paxton in the Republican primary and 31% say they would never vote for Cornyn, while only 4% of likely Democratic primary voters say they would never vote for O'Rourke in the Democratic primary and 7% say they would never vote for Allred.

In a 2026 Texas U.S. Senate Republican primary between Paxton and Cornyn, Paxton's most noteworthy leads in vote intention among key sub-groups include a 20% advantage among born-again Protestants and a 18% lead among those who do not have a four-year college degree.

In a 2026 Texas U.S. Senate Republican primary between Paxton and Cornyn, Cornyn's most noteworthy leads in vote intention among key sub-groups include a 47% lead among Independents and a 22% lead among non-born-again Protestants.

In a 2026 Texas U.S. Senate Democratic primary between O'Rourke and Allred, O'Rourke leads Allred by 27% among women and 12% among men. Among Latino, Black and White primary voters, O'Rourke leads Allred by 43%, 12% and 9%, respectively. O'Rourke leads Allred by 11% in the DFW metro area and by 43% in the border counties.

In a 2026 Texas U.S. Senate Democratic primary between Allred and Talarico, Allred leads Talarico by 13% among women and is tied among men. Talarico leads Allred among Latino and White primary voters by 1% and 7% while Allred leads Talarico among Black primary voters by 50%. Allred leads Talarico by 25% in the DFW area and Talarico leads Allred by 38% in the Austin area.

In a 2026 Texas U.S. Senate Democratic primary between Allred and Castro, Allred leads Castro by 14% among women and 7% among men. Allred leads Castro by 53% and 16% among Black and White primary voters while Castro leads Allred by 25% among Latino primary voters. Allred leads Castro by 42% in the DFW area and Castro leads Allred by 51% in the San Antonio area.

The proportion of Republican primary voters with a favorable opinion of seven GOP figures is: Pres. Donald Trump (77%), TX Gov. Greg Abbott (74%), U.S. Sen. Ted Cruz (74%), Elon Musk (70%), TX Lt. Gov. Dan Patrick (63%), TX AG Ken Paxton (58%), and U.S. Sen. John Cornyn (50%).

THE 2026 TEXAS U.S. SENATE REPUBLICAN & DEMOCRATIC PRIMARIES

The Barbara Jordan Public Policy Research and Survey Center at Texas Southern University conducted a representative survey of 1,500 likely 2026 Texas Republican primary voters (margin of error of +/- 2.53%) and of 1,500 likely 2026 Texas Democratic primary voters (margin of error of +/- 2.53%). The survey was fielded between August 6 and August 12, 2025 by contacting registered voters via SMS text 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 probability of a respondent voting in the respective Republican and Democratic primaries was determined using a likely voter screen and information on past primary participation.

This report contains three sections. The first section examines vote intention and candidate evaluations among likely Republican primary voters in the March 2026 Texas Republican U.S. Senate primary election. The second section examines the favorability evaluations of major Republican political figures among likely 2026 Republican primary voters. The third section examines vote intention and candidate evaluations among likely Democratic primary voters in the March 2026 Texas Democratic U.S. Senate primary election.

SURVEY POPULATION DEMOGRAPHICS

Republican Primary Likely Voter Population. Men account for 52% of these likely Republican primary voters and women for 48%. White Texans represent 82% of these likely Republican primary voters, Latino Texans 13% and Black Texans 3%, with Texans identifying with other ethnic/racial groups or having a mixed identity representing 2% of this population. A little less than one-tenth (8%) of the population is between the ages of 18 and 34, 25% is between the ages of 35 and 54, and 67% is age 55 and older. More than half (58%) of the respondents have a four-year college degree while 42% do not have a four-year college degree. The distribution of partisan identifiers among these likely Republican primary voters is 72% Republican, 15% Independent but leaning toward the Republican Party, 10% Independent, and 3% either identifying as Democratic, something else or unsure. A little more than one-fourth (28%) of these likely 2026 Republican primary voters live in the Dallas-Fort Worth metro statistical area, 23% live in the Houston metro area, 9% live in the San Antonio metro area, 6% live in the Austin metro area, and 34% live in other regions of the state. A little more than two-fifths (41%) of these likely Republican primary voters identify as born-again Protestant Christians, 19% identify as Protestants who are not born-again Christians, 19% identify as Catholic, 14% identify with another Christian denomination or as Christian more generally, and 7% identify as something else.

Democratic Primary Likely Voter Population. Women account for 58% of these likely Democratic primary voters, men for 41%, and those whose gender identity is something else for 1%. White Texans represent 45% of these likely Democratic primary voters, Latino Texans 32% and Black Texans 19%, with Texans identifying with other ethnic/racial groups or having a mixed identity representing 4% of the population. A little more than one-tenth (13%) of the population is between the ages of 18 and 34, 27% is between the ages of 35 and 54, and 60% is age 55 and older. Just over one-half (52%) of the respondents have a four-year college degree while 48% do

not have a four-year college degree. The distribution of partisan identifiers among these likely Democratic primary voters is 79% Democrat, 16% Independent but leaning toward the Democratic Party, 3% Independent, and 2% either identifying as Republican, something else or unsure. A little more than one-fourth (26%) of these likely 2026 Democratic primary voters live in the Dallas-Fort Worth metro statistical area, 25% live in the Houston metro area, 15% live in the Austin metro area, 14% live in the San Antonio metro area, 8% live in the U.S.-Mexico border counties, and 12% live in other regions of the state.

THE 2026 TEXAS U.S. SENATE REPUBLICAN PRIMARY

Two high profile Republicans have already filed to run in the 2026 Texas U.S. Senate Republican primary, U.S. Senator John Cornyn and Texas Attorney General Ken Paxton. In addition, Houston Congressman Wesley Hunt has signaled he may run as well, with Hunt, as well as independent groups supporting him, spending a considerable amount of money promoting the congressman statewide. Finally, West Texas Congressman Ronny Jackson has also signaled interest in running, and, like Hunt, has met with President Donald Trump to discuss the race.

The 1,500 likely Republican primary voters were asked if they have a favorable or unfavorable opinion of Cornyn, Hunt, Jackson and Paxton, or if they did not know enough about the respective elected official to have an opinion of them, one way or another.

Figure 1: Favorable & Unfavorable Evaluations of Four Republicans: Ken Paxton, John Cornyn, Wesley Hunt, Ronny Jackson (%)
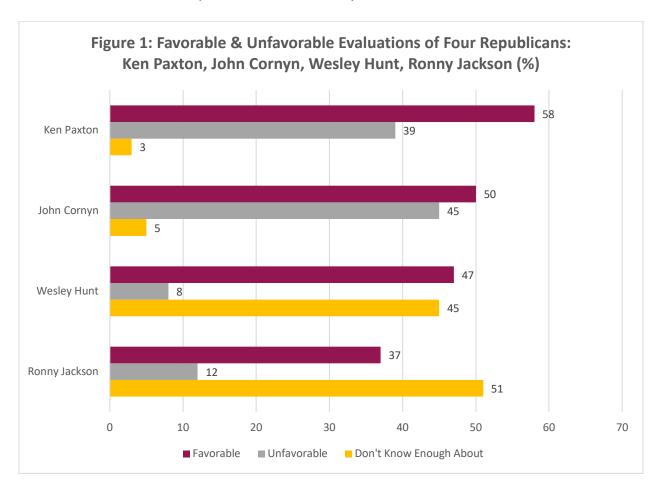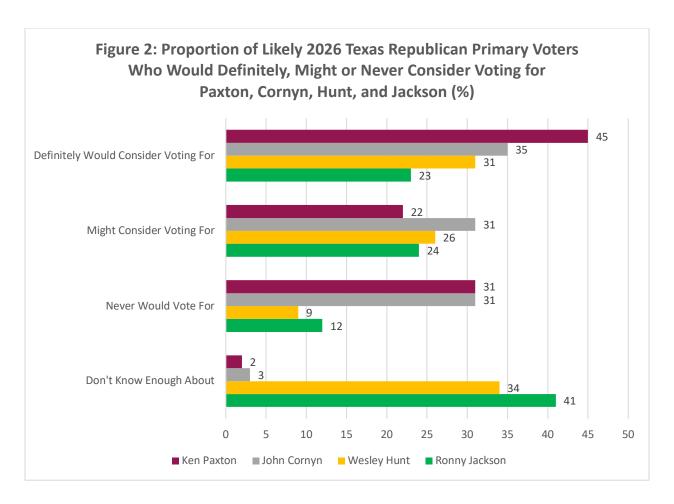
Figure 1 shows that almost 58% of these likely 2026 GOP primary voters have a favorable opinion of Paxton, while 50% have a favorable opinion of Cornyn, 47% have a favorable opinion of Hunt, and 37% have a favorable opinion of Jackson. Conversely, 45% have an unfavorable opinion of Cornyn, 39% have an unfavorable opinion of Paxton, 12% have an unfavorable opinion of Jackson, and 8% have an unfavorable opinion of Hunt. While 19 out of 20 likely Texas Republican primary voters know enough about Paxton (97%) and Cornyn (95%) to have an opinion of them, the same is true for only 55% in regard to Hunt and 49% in regard to Jackson, with 45% and 51% of Republican primary voters not knowing enough about the two congressmen to have an opinion.

These likely Republican primary voters were also asked the following question: "Independently of who else is running, please indicate for these potential 2026 Republican U.S. Senate candidates if they are someone you definitely would consider voting for in the primary, someone you might consider voting for in the primary, someone you never would vote for in the primary, or someone you don't know enough about to have an opinion either way."

Figure 2 reveals that close to half (45%) of these likely Republican primary voters indicate they definitely would consider voting for Paxton in the March 2026 GOP primary, with another 22% saying they might consider voting for the attorney general. Close to one-third (31%) of these Republican primary voters never would vote for Paxton and 2% say they don't know enough about Paxton to have an opinion about voting for him.

Figure 2: Proportion of Likely 2026 Texas Republican Primary Voters Who Would Definitely, Might or Never Consider Voting for Paxton, Cornyn, Hunt, and Jackson (%)

Category	Ken Paxton	John Cornyn	Wesley Hunt	Ronny Jackson
Definitely Would Consider Voting For	45	35	31	23
Might Consider Voting For	22	31	26	24
Never Would Vote For	31	31	9	12
Don't Know Enough About	2	3	34	41

A little more than one-third (35%) of these likely Republican primary voters indicate they definitely would consider voting for Cornyn in the March 2026 GOP primary, with another 31% saying they might consider voting for the senator. Close to one-third (31%) of these Republican primary voters never would vote for Cornyn and 3% say they don't know enough about Cornyn to have an opinion.

Almost one-third (31%) of these likely Republican primary voters indicate they definitely would consider voting for Hunt in the March 2026 GOP primary, with another 26% saying they might consider voting for the congressman. Fewer than one in ten (9%) Republican primary voters never would vote for Hunt and 34% say they don't know enough about Hunt to have an opinion about voting for him.

Almost one-quarter (23%) of these likely Republican primary voters indicate they definitely would consider voting for Jackson in the March 2026 GOP primary, with another 24% saying they might consider voting for the congressman. Only a little more than one in ten (12%) Republican primary voters never would vote for Jackson and 41% say they don't know enough about Jackson to have an opinion about voting for him.

Likely 2026 Republican primary voters were randomly presented with five scenarios of a two-candidate face-off in the March 2026 Texas GOP primary: Cornyn vs. Paxton, Paxton vs. Hunt,

Cornyn vs. Hunt, Paxton vs. Jackson, and Cornyn vs. Jackson. They were also randomly presented with two different three-candidate race scenarios, one featuring Paxton, Cornyn and Hunt and the other featuring Paxton, Cornyn and Jackson.

Figure 3 provides the vote intention among likely Republican primary voters in a two-candidate matchup between Paxton and Cornyn. Paxton leads Cornyn by a five percentage-point margin, 44% to 39%, with 17% of these likely primary voters still unsure how they would vote in this contest.

Figure 3: Vote Intention in the 2026 Texas U.S. Senate Republican Primary: Ken Paxton vs. John Cornyn (%)

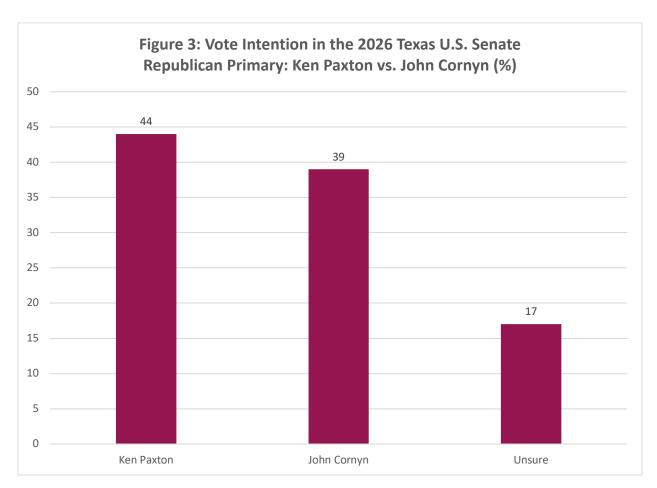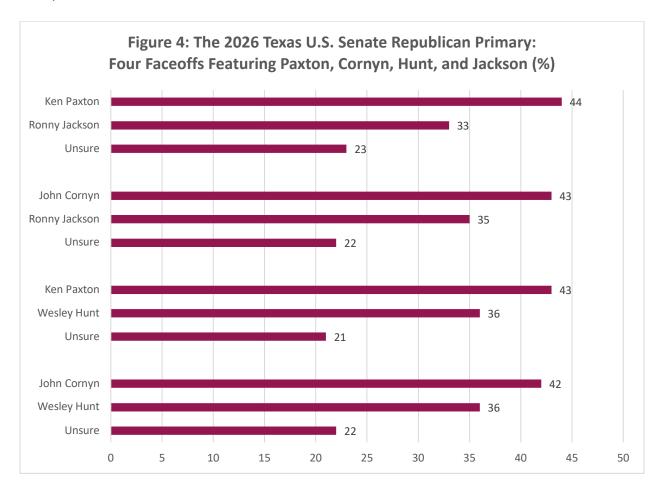| Candidate	Percentage
Ken Paxton	44
John Cornyn	39
Unsure	17

Figure 4 provides the vote intention among likely Republican primary voters in four different two-candidate matchups featuring Paxton vs. Jackson, Cornyn vs. Jackson, Paxton vs. Hunt, and Cornyn vs. Hunt.

Figure 4: The 2026 Texas U.S. Senate Republican Primary: Four Faceoffs Featuring Paxton, Cornyn, Hunt, and Jackson (%)

Paxton leads Jackson by an eleven percentage-point margin, 44% to 33%, with 23% of these likely primary voters still unsure how they would vote in this contest.

Cornyn leads Jackson by an eight percentage-point margin, 43% to 35%, with 22% of these likely primary voters still unsure how they would vote in this contest.

Paxton leads Hunt by a seven percentage-point margin, 43% to 36%, with 21% of these likely primary voters still unsure how they would vote in this contest.

Cornyn leads Hunt by a six percentage-point margin, 42% to 36%, with 22% of these likely primary voters still unsure how they would vote in this contest.

Figure 5 provides the vote intention among likely Republican primary voters in a three-candidate contest featuring Paxton, Cornyn and Hunt. Paxton leads Cornyn by a five percentage-point margin, 35% to 30%, with 22% intending to vote for Hunt and 13% unsure.

Figure 5: Vote Intention in the 2026 Texas U.S. Senate Republican Primary: Ken Paxton vs. John Cornyn vs. Wesley Hunt (%)

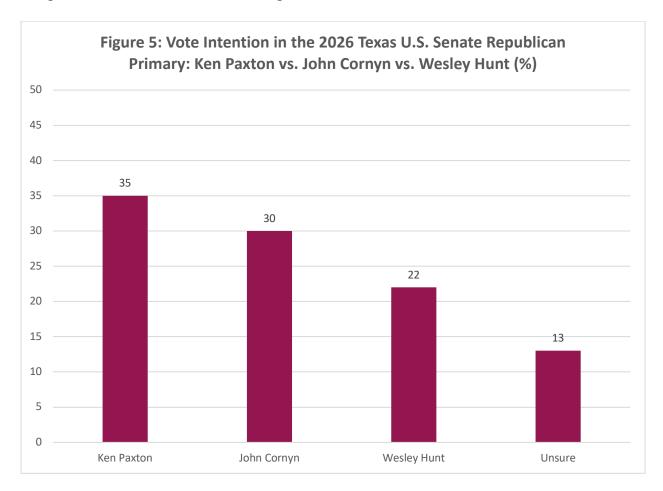| Ken Paxton	John Cornyn	Wesley Hunt	Unsure
35	30	22	13

Figure 6 provides the vote intention among likely Republican primary voters in a three-candidate contest featuring Paxton, Cornyn and Jackson. Paxton leads Cornyn by a five percentage-point margin, 38% to 33%, with 15% intending to vote for Jackson and 14% unsure.

Figure 6: Vote Intention in the 2026 Texas U.S. Senate Republican Primary: Ken Paxton vs. John Cornyn vs. Ronny Jackson (%)
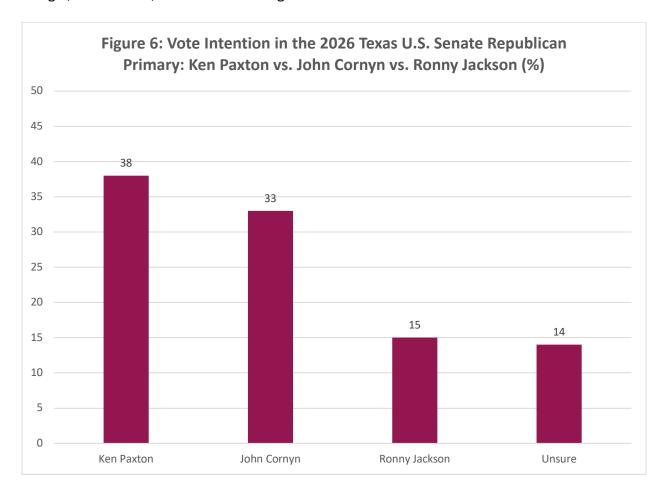
Table 1 provides the vote intention in a 2026 Republican U.S. Senate primary contest between Paxton and Cornyn, broken down by gender, ethnicity/race, age, education, religion, partisanship, and region of residence. Only sub-groups with 100 or more respondents are included in this and subsequent tables.

Table 1. Vote Intention in a Paxton-Cornyn Republican Primary, Among Sub-Groups (%)				
Socio-Demographic	Sub-Group	Paxton	Cornyn	Unsure
Overall		44	39	17
Gender	Women	43	38	19
	Men	45	41	14
Ethnicity/Race	White	43	40	17
	Latino	46	37	17
Age	18-34	31	46	23
	35-54	42	40	18
	55+	46	39	15
Education	4 Year College Degree	39	44	17
	No 4 Year Degree	51	33	16
Religion	Born-Agan Protestant	53	33	14
	Non-Born-Again Protestant	32	54	14
	Catholic	42	42	16
	Other Christian	46	32	22
Partisanship	Republican	48	38	14
	Lean Republican	48	35	17
	Independent	11	58	31
Region	Metro DFW	37	44	19
	Metro Houston	52	33	15
	Metro San Antonio	47	40	13
	Metro Austin	30	50	20
	Rest of State	46	38	16

The four most salient differences in vote intention between Paxton and Cornyn revolve around religion, education, region, and partisanship.

First, Paxton enjoys a 20 percentage-point lead over Cornyn (53% to 33%) among likely Republican primary voters who are born-again Protestants, while Cornyn holds a similar 22 percentage-point leader over Paxton (54% vs. 32%) among Protestants who are not born-again. The two candidates are deadlocked among Catholics (42% vs. 42%) and Paxton holds a 14 percentage-point lead among other Christians (46% vs. 32%).

Second, Paxton holds an 18 percentage-point lead over Cornyn (51% vs. 33%) among likely Republican primary voters who do not have a four-year college degree, while Cornyn has a 5 percentage-point advantage over Paxton (44% vs. 39%) among those Republican primary voters who have a four-year college degree.

Third, Paxton holds a 19 percentage-point lead over Cornyn (52% vs. 33%) in the Houston metro area, an 8 percentage-point lead outside of the four large urban areas and a 7 percentage-point lead in the San Antonio metro area. Cornyn holds a 7 percentage-point lead over Paxton (44% vs. 37%) in the Dallas-Fort Worth metro area along with a 20 percentage-point lead in the Austin metro area (50% vs. 30%).

Fourth, Paxton holds a 10 (48% vs. 38%) and 13 (48% vs. 35%) percentage-point lead over Cornyn among Republicans and Republican-leaning Independents, while Cornyn holds a 47 (58% vs. 11%) percentage point lead among likely Republican primary voters who identify as Independent.

Table 2 provides the vote intention in a 2026 Republican U.S. Senate primary contest between Paxton, Cornyn and Hunt, broken down by gender, ethnicity/race, age, education, religion, partisanship, and region of residence.

Table 2. Vote Intention in a Paxton-Cornyn-Hunt Republican Primary, Among Sub-Groups (%)					
Socio-Demographic	Sub-Group	Paxton	Cornyn	Hunt	Unsure
Overall		35	30	22	13
Gender	Women	33	26	24	17
	Men	38	33	19	10
Ethnicity/Race	White	35	30	21	14
	Latino	35	31	23	11
Age	18-34	23	30	22	25
	35-54	32	26	27	15
	55+	37	31	20	12
Education	4 Year College Degree	31	33	22	14
	No 4 Year Degree	41	25	21	13
Religion	Born-Agan Protestant	42	26	19	13
	Non-Born-Again Protestant	26	40	24	10
	Catholic	36	31	21	12
	Other Christian	35	23	24	18
Partisanship	Republican	38	30	21	11
	Lean Republican	40	24	22	14
	Independent	10	41	25	24
Region	Metro DFW	30	34	23	13
	Metro Houston	37	19	33	11
	Metro San Antonio	41	35	15	9
	Metro Austin	23	39	22	16
	Rest of State	39	30	14	17

The four most salient differences in vote intention in this three-way contest between Paxton, Cornyn and Hunt revolve around religion, education, region, and partisanship.

First, Paxton holds a 16 and 23 percentage-point lead over Cornyn and Hunt (42% vs. 26% and 19%) among born-again Protestants, while Cornyn holds a 14 and 16 percentage-point lead over Paxton and Hunt among Protestants who are not born-again (40% vs. 26% and 24%). Paxton (36%) and Cornyn (31%) have a comparable vote intention among Catholic Republican primary voters, with Hunt trailing by 10 points or more at 21%.

Second, Paxton holds a 16 and 20 percentage-point over Cornyn and Hunt (41% vs. 25% and 21%) among likely Republican primary voters who do not have a four-year college degree, while Cornyn (33%) and Paxton (31%) are deadlocked among GOP primary voters with a four-year college degree, with a respective 11 and 9 percentage-point lead over Hunt (33% and 31% vs. 22%).

Third, Cornyn (34%) and Paxton (30%) have a comparable vote intention among Dallas-Fort Worth area residents, followed by Hunt at 23%. In contrast, Paxton (37%) and Hunt (33%) have a comparable vote intention among Houston area voters, followed by Cornyn at 19%. Finally, among the one-third of the likely Republican primary voters who do not live in one of the state's four principal metro areas, Paxton enjoys a 9 percentage-point lead over Cornyn (39% vs. 30%), and has a vote intention that is almost triple that of Hunt (14%).

Fourth, Paxton's vote intention is higher than that of Cornyn and Hunt among both Republicans (38% vs. 30% and 21%) and among Republican leaning Independents (40% vs. 24% and 22%), while Cornyn's vote intention is higher than that of Hunt and Paxton among likely Republican primary voters who identify as Independents (41% vs. 25% and 10%).

Table 3 provides the vote intention in a 2026 Republican U.S. Senate primary contest between Paxton, Cornyn and Jackson, broken down by gender, ethnicity/race, age, education, religion, partisanship, and region of residence.

Table 3. Vote Intention in a Paxton-Cornyn-Jackson Republican Primary, Among Sub-Groups (%)					
Socio-Demographic	**Sub-Group**	**Paxton**	**Cornyn**	**Jackson**	**Unsure**
Overall		38	33	15	14
Gender	Women	35	32	16	18
	Men	40	35	14	11
Ethnicity/Race	White	37	34	15	14
	Latino	38	36	16	10
Age	18-34	24	34	14	28
	35-54	37	33	16	14
	55+	39	34	15	12
Education	4 Year College Degree	34	37	14	15
	No 4 Year Degree	42	29	16	13
Religion	Born-Agan Protestant	44	29	14	13
	Non-Born-Again Protestant	27	46	16	11
	Catholic	40	34	15	11
	Other Christian	39	26	14	21
Partisanship	Republican	41	33	14	11
	Lean Republican	42	28	14	16
	Independent	10	46	19	25
Region	Metro DFW	31	36	18	15
	Metro Houston	46	30	12	12
	Metro San Antonio	42	35	12	11
	Metro Austin	27	46	14	13
	Rest of State	38	31	15	16

The four most salient differences in vote intention in this three-way contest between Paxton, Cornyn and Jackson revolve around religion, education, region, and partisanship.

First, Paxton holds a 15 and 30 percentage-point lead over Cornyn and Jackson (44% vs. 29% and 14%) among born-again Protestants and a 13 and 25 percentage point lead among other Christians (39% vs. 26% and 14%), while Cornyn holds a 19 and 30 percentage-point lead over Paxton and Jackson among Protestants who are not born-again (46% vs. 27% and 16%). Paxton (40%) and Cornyn (34%) have a relatively comparable vote intention among Catholic Republican primary voters, with Jackson trailing by 25 and 19 percentage-points at 15%.

Second, Paxton holds a 13 and 26 percentage-point over Cornyn and Jackson (42% vs. 29% and 16%) among likely Republican primary voters who do not have a four-year college degree, while Cornyn (37%) and Paxton (34%) are deadlocked among GOP primary voters with a four-year college degree, with a respective 23 and 20 percentage-point lead over Jackson (37% and 34% vs. 14%).

Third, Cornyn (36%) and Paxton (31%) have a comparable vote intention among Dallas-Fort Worth area residents, followed by Jackson at 18%. In contrast, Paxton holds a 16 percentage-point lead over Cornyn and a 34 percentage-point lead over Jackson among Houston area residents (46% vs. 30% and 12%) and a 7 percentage-point lead over Cornyn and a 23 percentage-point lead over Jackson among Republican primary voters who live outside of the state's four principal metro areas (38% vs. 31% and 15%).

Fourth, Paxton's vote intention is higher than that of Cornyn and Jackson among both Republicans (41% vs. 33% and 14%) and among Republican leaning Independents (42% vs. 28% and 14%), while Cornyn's vote intention is higher than that of Jackson and Paxton among likely Republican primary voters who identify as Independents (46% vs. 19% and 10%).

Table 4 provides the vote intention advantage of Paxton in faceoffs with Hunt and Jackson and of Cornyn in faceoffs with Hunt and Jackson. The proportion in each cell is the percentage lead enjoyed by Paxton and Cornyn over their respective hypothetical rival. A positive value indicates that Paxton or Cornyn leads in vote intention among that sub-group while a negative value means that they are trailing Hunt or Jackson in vote intention among that sub-group.

Table 4. Lead in Vote Intention by Paxton & Cornyn in Faceoffs with Hunt & Jackson (%)					
		Paxton vs.	Cornyn vs.	Paxton vs.	Cornyn vs.
Socio-Demographic	Sub-Group	Hunt	Hunt	Jackson	Jackson
Overall		7	6	11	8
Gender	Women	3	2	9	4
	Men	9	9	14	13
Ethnicity/Race	White	5	4	11	8
	Latino	10	9	14	22
Age	18-34	-21	-20	-20	19
	35-54	-6	-8	6	7
	55+	13	12	17	8
Education	4 Year College Degree	-4	-5	2	13
	No 4 Year Degree	31	19	24	2
Religion	Born-Agan Protestant	24	22	27	1
	Non-Born-Again Protestant	-15	-16	-11	35
	Catholic	8	7	12	2
	Other Christian	7	5	12	12
Partisanship	Republican	15	14	20	9
	Lean Republican	2	1	11	-3
	Independent	-41	-40	-39	27
Region	Metro DFW	-2	-2	-3	8
	Metro Houston	-2	-2	27	2
	Metro San Antonio	15	13	16	7
	Metro Austin	-12	-11	-4	30
	Rest of State	20	19	15	10

The four most noteworthy socio-demographic differences in vote intention revolve around religion, education, region, and partisanship.

First, both Paxton (24%) and Cornyn (22%) significantly outperform Hunt among born-again Protestants, while Hunt significantly outperforms Paxton (by 15 percentage-points) and Cornyn (by 16 percentage-points) among Protestants who are not born-again. Paxton holds a similar (27%) lead over Jackson among born-again Protestants, but, in contrast to the case in the Cornyn-Hunt matchup, Cornyn's lead over Jackson among born-again Protestants is only 1%, and, unlike in the race against Hunt, Cornyn bests Jackson by 35% among Protestants who are not born-again, while Jackson bests Paxton among this demographic by 11%.

Second, Paxton holds substantial leads of 31% (vs. Hunt) and 24% (vs. Jackson) among Republican primary voters who do not have a four-year college degree, while being narrowly behind by 4% and ahead by 2% among primary voters with a four-year college degree in the head-to-head matchups against Hunt and Jackson, respectively. In contrast, while Cornyn holds a 19% lead in vote intention among primary voters without a four-year college degree over Hunt, his lead over Jackson among these same voters is only 2%. And, while Cornyn narrowly trails Hunt by 5% among primary voters with a four-year college degree, Cornyn holds a 13% lead over Jackson among these voters.

Third, Paxton and Hunt are deadlocked in the Dallas-Fort Worth and Houston metro areas, where Hunt holds a narrow 2% lead in each locale, with Paxton largely owing his overall 7 percentage-point lead over Hunt to his 20% advantage over Hunt among the one-third of GOP primary voters who live outside of the state's four major metro areas. Similarly, Cornyn and Hunt are deadlocked in the Dallas-Fort Worth and Houston metro areas, where Hunt holds a narrow 2% lead, with Cornyn also largely owing his overall 6 percentage-point lead over Hunt to his 19% advantage over Hunt among the one-third of GOP primary voters who live outside of the state's four major metro areas. Paxton enjoys a substantial advantage over Jackson in the Houston and San Antonio metro areas (27% and 16%) along with in the counties located outside of the state's four major urban regions (15%). Cornyn leads Jackson in all five of the areas in Table 4, with his advantage largest in the Austin metro area (30%) and outside of the four urban metro areas (10%) and smallest in the Houston metro area (2%).

Fourth, Paxton leads Hunt in vote intention among Republicans by 15%, while Hunt leads Paxton among Independents by 41%, with the two effectively tied among Independents who lean Republican. Cornyn leads Hunt in vote intention among Republicans by 14%, while Hunt leads Cornyn among Independents by 40%, with the two effectively tied among Independents who lean Republican. Paxton leads Jackson by 20% among Republicans and by 11% among Independents who lean Republican, while Jackson is ahead of Paxton by 39% among Independents. Cornyn leads Jackson by 9% among Republicans and by 27% among Independents, while the two are effectively tied among Independents who lean Republican.

These likely primary voters also were asked the following question: "If Donald Trump were to endorse a candidate in the 2026 Republican U.S. Senate primary, would that: make you more

likely to vote for the Trump-endorsed candidate, make you less likely to vote for the Trump-endorsed candidate, or have no impact on your likelihood of voting for the Trump-endorsed candidate?" In the survey half of the respondents randomly received this question with the "make you more likely" response option first while the other half of the respondents randomly received this question with the "make you less likely" response option first.

Figure 7 provides the distribution of the impact of an endorsement by President Donald Trump on the likelihood that a Republican primary voter would vote for the endorsed candidate. Two-fifths (41%) of Republican primary voters report they would be more likely to vote for a Trump-endorsed candidate in the 2026 Texas Republican U.S. Senate primary, while 17% would be less likely to vote for a Trump-endorsed candidate and two-fifths (42%) say that a Trump endorsement would have no impact on their likelihood of voting for a candidate in the 2026 GOP primary.

Figure 7: Impact of a Donald Trump Endorsement of a 2026 Texas U.S. Senate Primary Candidate on the Likelihood GOP Primary Voters Would Vote for the Endorsed Candidate (%)

- More Likely to Vote For
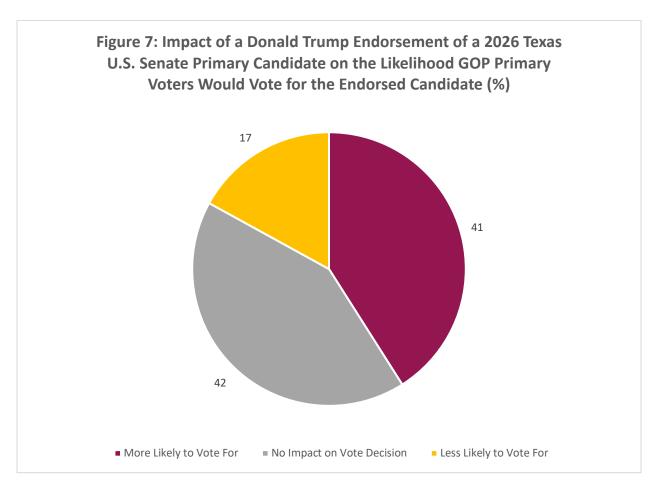- No Impact on Vote Decision
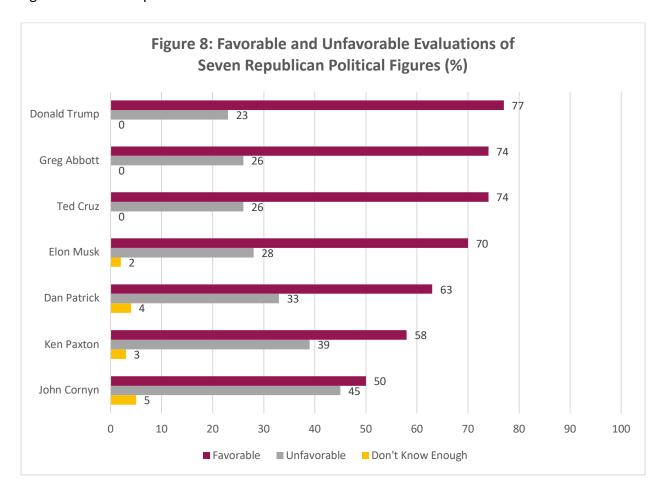- Less Likely to Vote For

Figure 8 provides the favorable and unfavorable evaluations among likely 2026 Texas Republican primary voters of seven major Republican political figures: President Donald Trump, Texas Governor Greg Abbott, U.S. Senator Ted Cruz, Elon Musk, Texas Lieutenant Governor Dan Patrick, Texas Attorney General Ken Paxton, and U.S. Senator John Cornyn. Also provided is the proportion of likely Republican primary voters who did not know enough about the political figure to have an opinion of them.

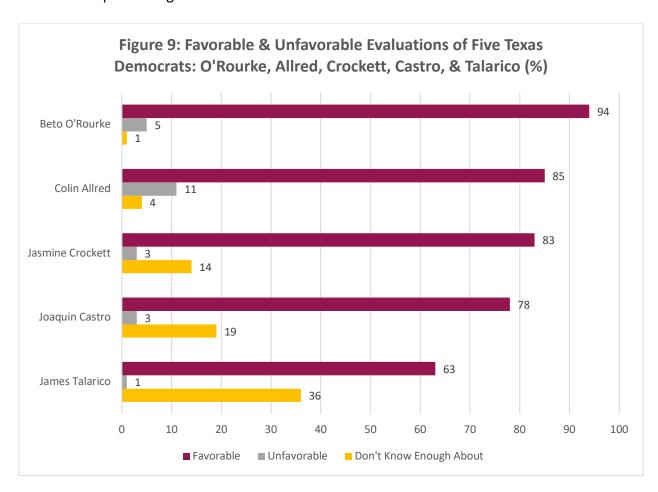Figure 8: Favorable and Unfavorable Evaluations of Seven Republican Political Figures (%)

Approximately three out of four Texas Republican primary voters have a favorable opinion of Trump (77%), Abbott (74%) and Cruz (74%), with approximately one out of four of these primary voters having an unfavorable opinion of Trump (23%), Abbott (26%) and Cruz (26%). This trio is followed, in regard to the proportion of Republican primary voters with a favorable opinion of them, by Musk (70%), Patrick (63%), Paxton (58%) and Cornyn (50%), who, conversely, are viewed unfavorably by 28% (Musk), 33% (Patrick), 39% (Paxton) and 45% (Cornyn) of these Republican primary voters. Overall, Republican primary voters are very familiar with these seven political figures, with the proportion who don't know enough about the political figure to have either a favorable or unfavorable opinion of them ranging from 0% (Abbott, Cruz, Trump) to 5% (Cornyn), with Musk (2%), Paxton (3%) and Patrick (4%) in between.

THE 2026 TEXAS U.S. SENATE DEMOCRATIC PRIMARY

One high profile Democrat has already filed to run in the 2026 Texas U.S. Senate Democratic primary, former congressman and 2024 U.S. Senate nominee Colin Allred of Dallas. In addition, three high profile political figures, who often appear together at rallies and events, have expressed interest in running: former congressman and 2018 U.S. Senate and 2022 Texas governor nominee Beto O'Rourke of El Paso, Congressman Joaquin Castro of San Antonio, and State Representative James Talarico of Austin.

The 1,500 likely Democratic primary voters were asked if they have a favorable or unfavorable opinion of Allred, O'Rourke, Castro and Talarico, along with Congresswoman Jasmine Crockett of Dallas, or if they did not know enough about the respective elected official to have an opinion of them, one way or another. Figure 9 reveals that an overwhelming majority of Democratic primary voters have a favorable view of all five Democrats, while very few have an unfavorable opinion of these five political figures.

Figure 9: Favorable & Unfavorable Evaluations of Five Texas Democrats: O'Rourke, Allred, Crockett, Castro, & Talarico (%)

Virtually all Democratic primary voters (94%) have a favorable opinion of O'Rourke, followed closely by Allred (85%), Crockett (83%) and Castro (78%), who are viewed favorably by approximately eight out of ten likely Democratic primary voters. As Talarico is notably less well-known among these Democratic primary voters (36% don't know enough about him to have a
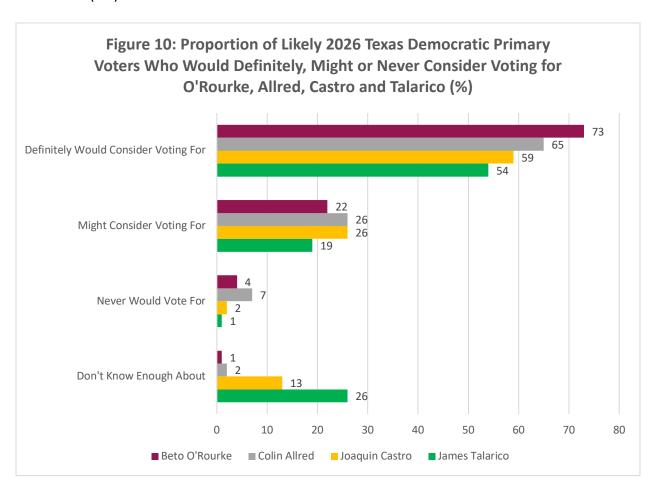
favorable or unfavorable opinion), the proportion who view him favorably is lower, but is still a robust 63%. Very few Democratic primary voters have an unfavorable opinion of these five political figures, with proportions ranging from a high of 11% for Allred to a low of 1% for Talarico, with O'Rourke (5%), Castro (3%) and Crockett (3%) in between.

O'Rourke and Allred are very well-known among Democratic primary voters, with only 1% and 4% not knowing enough about them to have an opinion, respectively. The proportion of Democratic primary voters who do not know enough about Crockett (14%) and Castro (19%) is in the teens, notably higher than the proportions for O'Rourke and Allred and notably lower than that for Talarico (36%). As a final note, 75% of Democratic primary voters reported not knowing enough about former astronaut and USAF pilot Terry Virts (who has filed to run in the 2026 Texas U.S. Senate Democratic primary) to have an opinion of him, with 24% having a favorable opinion and 1% an unfavorable opinion.

The data in Figure 9 represent a sharp contrast to those in Figure 1 displaying the Republican primary voters' opinions regarding the leading Republican U.S. Senate candidates, Ken Paxton and John Cornyn. Paxton and Cornyn are, respectively, viewed favorably by only 58% and 50% of Republican primary voters and are viewed unfavorably by 39% and 45%. By comparison, 94% and 85% of Democratic primary voters view O'Rourke and Allred favorably and 5% and 11% view them unfavorably, respectively.
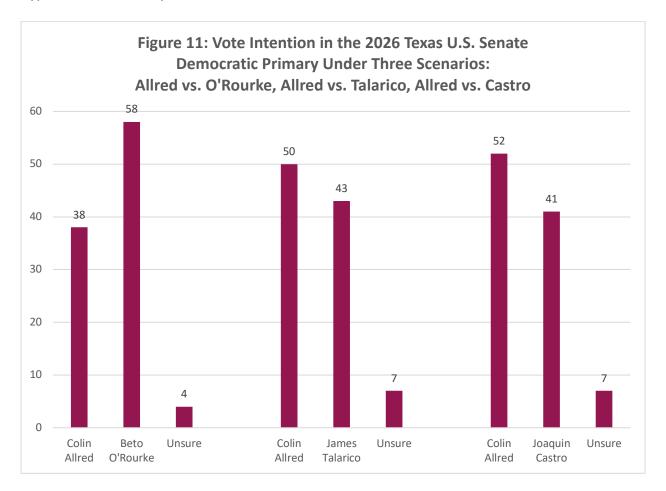
These likely Democratic primary voters were also asked the following question: "Independently of who else is running, please indicate for these potential 2026 Democratic U.S. Senate candidates if they are someone you definitely would consider voting for in the primary, someone you might consider voting for in the primary, someone you never would vote for in the primary, or someone you don't know enough about to have an opinion either way."

Figure 10 reveals proportions of likely Democratic primary voters who indicate they definitely would vote for these four political figures in the 2026 Texas U.S. Senate Democratic primary that range from a high of 73% for O'Rourke to a low of 54% for Talarico, with Allred (65%) and Castro (59%) in between. Of note, while only 1% and 2% of these likely Democratic primary voters say they don't know enough about O'Rourke and Allred, respectively, to have an opinion about voting for them, 13% and 26% report that they don't know enough about Castro and Talarico, respectively, to have an opinion about voting for them. Again, in sharp contrast to the Republican primary voters, where nearly one-third said they would never vote for Cornyn and for Paxton in the 206 Texas U.S. Senate Republican primary (see Figure 2), the proportion of Democratic primary voters who say they would never vote for the potential 2026 Democratic Texas U.S. Senate nominees ranges from a high of 7% (Allred) to a low of 1% (Talarico), with O'Rourke (4%) and Castro (2%) in between.

Figure 10: Proportion of Likely 2026 Texas Democratic Primary Voters Who Would Definitely, Might or Never Consider Voting for O'Rourke, Allred, Castro and Talarico (%)

These likely 2026 Democratic primary voters were randomly presented with three scenarios of a two-candidate face-off in the March 2026 Texas Democratic primary, all involving Allred competing against one of the members of the O'Rourke-Talarico-Castro trio, with the three scenarios presented to the respondents randomly.

Figure 11 provides the vote intention of likely Democratic primary voters in the three hypothetical match-ups.

Figure 11: Vote Intention in the 2026 Texas U.S. Senate Democratic Primary Under Three Scenarios: Allred vs. O'Rourke, Allred vs. Talarico, Allred vs. Castro

In a Democratic primary contest between Colin Allred and Beto O'Rourke, O'Rourke holds a substantial 20 percentage-point lead over Allred (58% vs. 38%), with 4% unsure.

In a Democratic primary contest between Colin Allred and James Talarico, Allred holds a 7 percentage-point lead over Talarico (50% vs. 43%), with 7% unsure.

In a Democratic primary contest between Colin Allred and Joaquin Castro, Allred holds an 11 percentage-point lead over Castro (52% vs. 41%), with 7% unsure.

Table 5 provides the vote intention in a 2026 Democratic U.S. Senate primary contest between Colin Allred and Beto O'Rourke, broken down by gender, ethnicity/race, age, education, partisanship, and region of residence.

Table 5. Vote Intention in an Allred-O'Rourke Democratic Primary, Among Sub-Groups (%)				
Socio-Demographic	**Sub-Group**	**Allred**	**O'Rourke**	**Unsure**
Overall		38	58	4
Gender	Women	35	62	3
	Men	41	53	6
Ethnicity/Race	White	43	52	5
	Latino	26	69	5
	Black	43	55	2
Age	18-34	20	78	2
	35-44	32	61	7
	55+	44	53	3
Education	4 Yr College Degree	40	56	4
	No 4 Yr Degree	34	61	5
Partisanship	Democrat	37	59	4
	Lean Democrat	38	55	7
Region	Metro DFW	43	54	3
	Metro Houston	38	57	5
	Metro Austin	34	61	5
	Metro San Antonio	31	63	6
	Border Counties	28	71	1
	Rest of State	44	52	4

O'Rourke's advantage over Allred among women Democratic primary voters (27 percentage-points, 62% vs. 35%) is significantly greater than his advantage over Allred among men (12 percentage-points, 53% vs. 41%).

O'Rourke's lead over Allred is comparable among White (9 percentage-points, 52% vs. 43%) and Black (12 percentage-points, 55% vs. 43%) likely Democratic primary voters, while O'Rourke's

advantage over Allred among Latino voters is substantially larger at 43 percentage-points (69% vs. 26%).

O'Rourke's lead over Allred among Democratic primary voters who do not have a four-year college degree (27 percentage-points, 61% vs. 32%) is significantly greater than his lead over Allred among Democratic primary voters with a four-year college degree (16 percentage-points, 56% vs. 40%).

O'Rourke's leads over Allred among Democratic primary voters ages 18 to 34 (58 percentage-points, 78% vs. 20%) and ages 35 to 54 (29 percentage-points, 61% vs. 32%) is significantly larger than his lead over Allred among the oldest (and largest) cohort of Democratic primary voters ages 55 and older (9 percentage-points, 53% vs. 44%).

O'Rourke's lead over Allred is significantly smaller in the Dallas-Fort Worth metro area (where Allred hails from) than in the three other major urban areas and in the counties along the U.S.-Mexico border, with O'Rourke ahead by only 9 percentage-points (54% to 43%), compared to advantages in vote intention in the other metro areas and the border region that range from 19 percentage-points (Houston) to 43 percentage-points (border counties, which includes O'Rourke's hometown of El Paso).

Table 6 provides the vote intention in a 2026 Democratic U.S. Senate primary contest between Colin Allred and James Talarico, broken down by gender, ethnicity/race, age, education, partisanship, and region of residence.

Table 6. Vote Intention in an Allred-Talarico Democratic Primary, Among Sub-Groups (%)				
Socio-Demographic	**Sub-Group**	**Allred**	**Talarico**	**Unsure**
Overall		50	43	7
Gender	Women	53	40	7
	Men	46	46	8
Ethnicity/Race	White	46	47	7
	Latino	42	49	9
	Black	72	22	6
Age	18-34	24	70	6
	35-44	37	54	9
	55+	61	32	7
Education	4 Yr College Degree	49	46	5
	No 4 Yr Degree	51	40	9
Partisanship	Democrat	52	42	6
	Lean Democrat	41	49	10
Region	Metro DFW	60	35	5
	Metro Houston	51	39	10
	Metro Austin	28	66	6
	Metro San Antonio	47	45	8
	Border Counties	46	46	8
	Rest of State	61	33	6

Allred holds a 13 percentage-point lead over Talarico among women Democratic primary voters (53% vs. 40%), while the two are tied among men at 46% each.

Talarico enjoys a narrow advantage over Allred among White (1 percentage-point, 47% vs. 46%) and Latino (7 percentage-points, 49% vs. 42%) Democratic primary voters, while Allred holds a commanding 50 percentage-point lead among Black Democratic primary voters (72% vs. 22%).

Allred leads Talarico by 11 percentage-points among likely Democratic primary voters who do not have a four-year college degree (51% vs. 40%), while the two are effectively tied among likely voters with a four-year college degree (49% vs. 46%).

Talarico leads Allred by a substantial margin among Democratic primary voters ages 18 to 34 (46 percentage-points, 70% vs. 24%) and, to a lesser extent, among primary voters ages 35 to 54 (17 percentage-points, 54% vs. 37%). In contrast, Allred enjoys a substantial 29 percentage-point advantage among likely Democratic primary voters age 55 and older, with a 61% vs. 32% lead in vote intention among these older voters.

Allred bests Talarico by 25 percentage-points (60% vs. 35%) in his Dallas-Fort Worth area home, while Talarico bests Allred by 38 percentage-points (66% vs. 28%) in his Austin area home. Allred also holds a significant lead in the Houston area (51% vs. 39%) and in the rest of the state outside of the major metro areas and border counties (61% vs. 33%), with the two candidates largely even in the border counties and in the San Antonio metro region.

Table 7 provides the vote intention in a 2026 Democratic U.S. Senate primary contest between Colin Allred and Joaquin Castro, broken down by gender, ethnicity/race, age, education, partisanship, and region of residence.

Table 7. Vote Intention in an Allred-Castro Democratic Primary, Among Sub-Groups (%)				
Socio-Demographic	**Sub-Group**	**Allred**	**Castro**	**Unsure**
Overall		52	41	7
Gender	Women	53	39	8
	Men	50	43	7
Ethnicity/Race	White	54	38	8
	Latino	35	60	5
	Black	72	19	9
Age	18-34	25	67	8
	35-44	52	40	8
	55+	57	36	7
Education	4 Yr College Degree	54	39	7
	No 4 Yr Degree	49	43	8
Partisanship	Democrat	52	41	7
	Lean Democrat	49	42	9
Region	Metro DFW	68	26	6
	Metro Houston	56	35	9
	Metro Austin	41	48	11
	Metro San Antonio	23	74	3
	Border Counties	48	48	4
	Rest of State	60	31	9

Allred leads Castro in vote intention among women Democratic primary voters by 14 percentage-points (53% vs. 39%), double his 7 percentage-point advantage over Castro among men (50% vs. 43%).

Allred enjoys a 53 percentage-point lead in vote intention over Castro among Black likely Democratic primary voters (72% vs. 19%) and a 16 percentage-point lead among White likely Democratic primary voters (54% vs. 38%). In contrast, Castro is ahead of Allred in vote intention among Latino likely Democratic primary voters by 25 percentage-points (60% vs. 35%).

Allred's 15 percentage-point lead over Castro among Democratic primary voters who have a four-year college degree is more than double Allred's 49% to 43% lead over Castro among primary voters who do not have a four-year college degree.

Allred bests Castro among Democratic primary voters ages 35 to 44 (by 12 percentage-points, 52% vs. 40%) and among primary voters 55 and older (by 21 percentage-points, 57% vs. 36%). Conversely, Castro is ahead of Allred by 42 percentage-points among primary voters ages 18 to 34 (67% vs. 25%).

Allred's vote intention among likely Democratic primary voters in his Dallas-Fort Worth area home is more than double that of Castro (68% vs. 26%), while, conversely, Castro's vote intention among likely primary voters in his San Antonio area home is more than triple that of Allred (74% vs. 23%). The two have relatively similar levels of vote intention in the Austin metro area and in the border counties, while Allred holds a more than 20 percentage-point lead in both the Houston area (56% vs. 35%) and in those counties in the rest of the state outside of the four main urban areas and the border counties (60% vs. 31%).

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