



Hobby School of Public Affairs  
UNIVERSITY OF HOUSTON



TEXAS SOUTHERN UNIVERSITY  
Barbara Jordan – Mickey Leland  
School of Public Affairs

# TEXAS TRENDS 2025

## ELECTION 2026





## Texas Trends 2025 Election 2026 October 2025

In 2021, the Hobby School of Public Affairs at the University of Houston and the Executive Master of Public Administration Program in the Barbara Jordan – Mickey Leland School of Public Affairs at Texas Southern University launched a five-year survey project to study Texas's changing population. The fifth survey in the series was fielded between September 19 and October 1, 2025 and focused on opinions about the 2026 elections, public policies, and energy use. The survey was conducted in English and Spanish, with 1,650 YouGov respondents 18 years of age and older, resulting in a confidence interval of  $\pm 2.41\%$  for the overall survey population. The respondents were matched to a sampling frame on gender, age, race/ethnicity, and education and are representative of the Texas registered voter population.

The results of this 2025 statewide survey will be presented in four separate reports. This first report examines vote intention in the 2026 Republican and Democratic Texas U.S. Senate primaries, vote intention in the November 2026 U.S. Senate election, changes in the level of support among Texas voters for President Donald Trump, and vote intention in the 2026 Republican Texas Attorney General primary. Subsequent reports will examine Texans' opinions on immigration and border security, legislation passed during the 2025 Texas Legislature's second special session including redistricting, and Texas household energy use and concerns.

### EXECUTIVE SUMMARY

In the 2026 Texas primary race for the Republican nomination for the U.S. Senate, the vote intention of likely primary voters is 34% for Ken Paxton, 33% for John Cornyn and 22% for Wesley Hunt, with 11% unsure.

Among women, Cornyn leads Paxton by 9% (37% to 28%) and Hunt by 19% (37% to 18%) in a three-way race.

Among men, Paxton leads Cornyn by 8% (38% to 30%) and Hunt by 14% (38% to 24%) in a three-way race.

Cornyn (44%) leads Paxton (43%) by 1% in a two-way race, with 13% unsure.

Among women, Cornyn leads Paxton in a two-way race by 14% (47% to 33%, with 20% unsure).

Among men, Paxton leads Cornyn in a two-way race by 9% (51% to 42%, with 7% unsure).

While 94% and 90% of Republican primary voters know enough about Paxton and Cornyn to have an opinion of them, only 69% know enough about Hunt to have an opinion of him.

50% of Republican primary voters say they would be more likely to vote for a Trump-endorsed U.S. Senate candidate in the GOP primary, while 10% would be less likely and 40% say a Trump endorsement would have no impact on their vote decision.

Vote intention in a four-candidate 2026 Texas Democratic U.S. Senate primary election is 31% for Jasmine Crockett, 25% for James Talarico, 25% for Beto O'Rourke and 13% for Colin Allred, with 6% of likely primary voters unsure.

45% of Black Democratic primary voters intend to vote for Crockett, compared to 17% for Talarico, 16% for O'Rourke and 16% for Allred.

96% and 95% of likely Democratic primary voters know enough about O'Rourke and Allred to have an opinion of them, but the same is true for only 86% and 76% in regard to Crockett and Talarico.

Vote intention in a two-candidate race featuring Allred and Talarico has 46% of Democratic primary voters casting a ballot for Allred and 42% for Talarico, with 12% unsure.

In two-candidate face-offs with the other three Democrats, Crockett holds a 23% lead over Allred (57% to 34%), a 18% lead over Talarico (52% vs. 34%) and a 10% lead over O'Rourke (51% to 41%).

In two-candidate face-offs with Allred and Talarico, O'Rourke holds a 17% lead over Allred (55% to 38%) and a 15% lead over Talarico (54% to 39%).

In the two-way races, Crockett leads Allred among Black voters by 33% (68% to 25%), O'Rourke by 43% (69% to 26%), and Talarico by 58% (72% to 14%).

In a two-way race, Allred leads Talarico by 38% (64% to 26%) among Black voters, while Talarico leads Allred by 7% among White voters (49% to 42%) and by 4% among Latino voters (42% to 38%).

Among the respondents who voted in the 2024 presidential election, 56% voted for Donald Trump and 43% for Kamala Harris, while 1% voted for other candidates.

When asked in September 2025 how they would vote if they could vote again, 49% said they would vote for Trump, 45% for Harris and 2% for other candidates, with 4% unsure or opting to not vote.

Between November 2024 and September 2025, the proportion voting for Trump fell by 7% (56% to 49%) while the proportion voting for Harris rose by 2% (43% to 45%), with Trump's margin of victory decreasing from 13% to 4%.

Trump lost the most ground among Independent (-20% decline), Gen-Z (-16%), Latino (-12%) and Democratic (-10%) voters, suggesting (at least today) that in 2026 the Republican U.S. House candidates in the redrawn 9th, 15th, 28th, 34th, and 35th congressional districts are unlikely to do nearly as well among Latino voters as Trump did in 2024.

In 12 hypothetical November 2026 U.S. Senate face-offs featuring Republicans Cornyn, Hunt and Paxton and Democrats Allred, Crockett, O'Rourke and Talarico, the vote intention is as follows:

- Cornyn (50%) vs. Crockett (44%), with 6% unsure. Republican lead of 6%.
- Hunt (50%) vs. Talarico (44%), with 6% unsure. Republican lead of 6%.
- Hunt (50%) vs. Crockett (45%), with 5% unsure. Republican lead of 5%.
- Hunt (50%) vs. Allred (45%), with 5% unsure. Republican lead of 5%.
- Cornyn (48%) vs. Talarico (45%), with 7% unsure. Republican lead of 3%.
- Cornyn (49%) vs. O'Rourke (46%), with 5% unsure. Republican lead of 3%.
- Paxton (49%) vs. O'Rourke (46%), with 5% unsure. Republican lead of 3%.
- Paxton (49%) vs. Talarico (46%), with 5% unsure. Republican lead of 3%.
- Hunt (49%) vs. O'Rourke (47%), with 4% unsure. Republican lead of 2%.
- Cornyn (48%) vs. Allred (46%), with 6% unsure. Republican lead of 2%.
- Paxton (49%) vs. Crockett (47%), with 4% unsure. Republican lead of 2%.
- Paxton (48%) vs. Allred (47%), with 5% unsure. Republican lead of 1%.

In the 2026 Republican Texas Attorney General primary, the vote intention of likely primary voters is 40% for Chip Roy, 12% for Joan Huffman, 8% for Aaron Reitz and 3% for Mayes Middleton, with 37% unsure how they would vote in this contest.

In the 2026 Republican Texas Attorney General primary, 36% of Republican primary voters don't know enough about Chip Roy to have an opinion about voting for him, while 65% don't know enough about Mayes Middleton, 63% about Aaron Reitz, and 58% about Joan Huffman.

56% of Republican primary voters say they would be more likely to vote for a Trump-endorsed Texas Attorney General candidate in the GOP primary, while 8% would be less likely and 36% say a Trump endorsement would have no impact on their vote decision.

45% of Texas registered voters have a favorable opinion of President Donald Trump, while 52% have an unfavorable opinion of the president, with 3% not knowing enough to have an opinion.

The proportion of Texas registered voters with a favorable and unfavorable opinion of the seven actual and potential Texas U.S. Senate candidates is below, along with the proportion who do not know enough about the political figure to have an opinion:

- Allred: 46% favorable, 35% unfavorable, 19% don't know enough about him.
- O'Rourke: 46% favorable, 42% unfavorable, 12% don't know enough about him.
- Crockett: 39% favorable, 32% unfavorable, 29% don't know enough about her.
- Cornyn: 37% favorable, 42% unfavorable, 21% don't know enough about him.
- Paxton: 35% favorable, 48% unfavorable, 17% don't know enough about him.
- Talarico: 32% favorable, 17% unfavorable, 51% don't know enough about him.
- Hunt: 30% favorable, 22% unfavorable, 48% don't know enough about him.

## **REGISTERED VOTER DEMOGRAPHICS**

White registered voters account for 55% of this population of Texas registered voters, Latino registered voters for 26%, Black registered voters for 13%, and others for 6%. Women represent 54% of this population and men 46%. Regarding generations, 32% of this population belongs to the combined Silent Generation (born between 1928-1945) and Baby Boomer (1946-1964) cohort, 26% to Generation X (Gen-X) (1965-1980), 26% to the Millennial (1981-1996) generation, and 16% to Generation Z (Gen-Z) (1997-2012). The highest level of educational attainment of 39% of the population is a four-year college degree or a post-graduate degree, of 32% of the population is a two-year college degree or some college, and of 29% of the population is a high school degree or less. Republicans account for 44% of this population, Democrats for 41% and Independents for 13%, with 2% unsure of their partisan identification. In the 2024 presidential election, among those who cast a ballot last year, 56% voted for Republican Donald Trump and 43% for Democrat Kamala Harris, with 1% supporting a third-party candidate.

## MARCH 2026 REPUBLICAN U.S. SENATE PRIMARY

Based on a combination of a respondent's prospective intention to participate in the 2026 Republican primary and their past record of participation in the 2022 and 2024 Republican primary elections, a total of 576 registered voters (with a margin of error of +/- 4.08%) were determined to be likely to vote in the March 2026 Republican Texas U.S. Senate Primary.

Figure 1 provides the proportion of likely Republican primary voters who have a favorable and unfavorable opinion of the three principal Republican U.S. Senate candidates: Texas Attorney General Ken Paxton, U.S. Senator John Cornyn, and Congressman Wesley Hunt. Also provided is the proportion of likely Republican primary voters who do not know enough about the candidate to have an opinion of them either way. Comparable proportions of these GOP primary voters have favorable (70% and 68%) and unfavorable (24% and 22%) of Paxton and Cornyn, respectively, as well as don't know enough about these two candidates to have an opinion of them (6% and 10%). In contrast, close to one-third (31%) of likely Republican primary voters don't know enough about Hunt to have an opinion of him, with 62% having a favorable opinion of Hunt and 7% an unfavorable opinion of the congressman. Hunt's net-approval rating (percentage favorable minus percentage unfavorable) is 55%, significantly higher than those of both Paxton (46%) and Cornyn (46%).

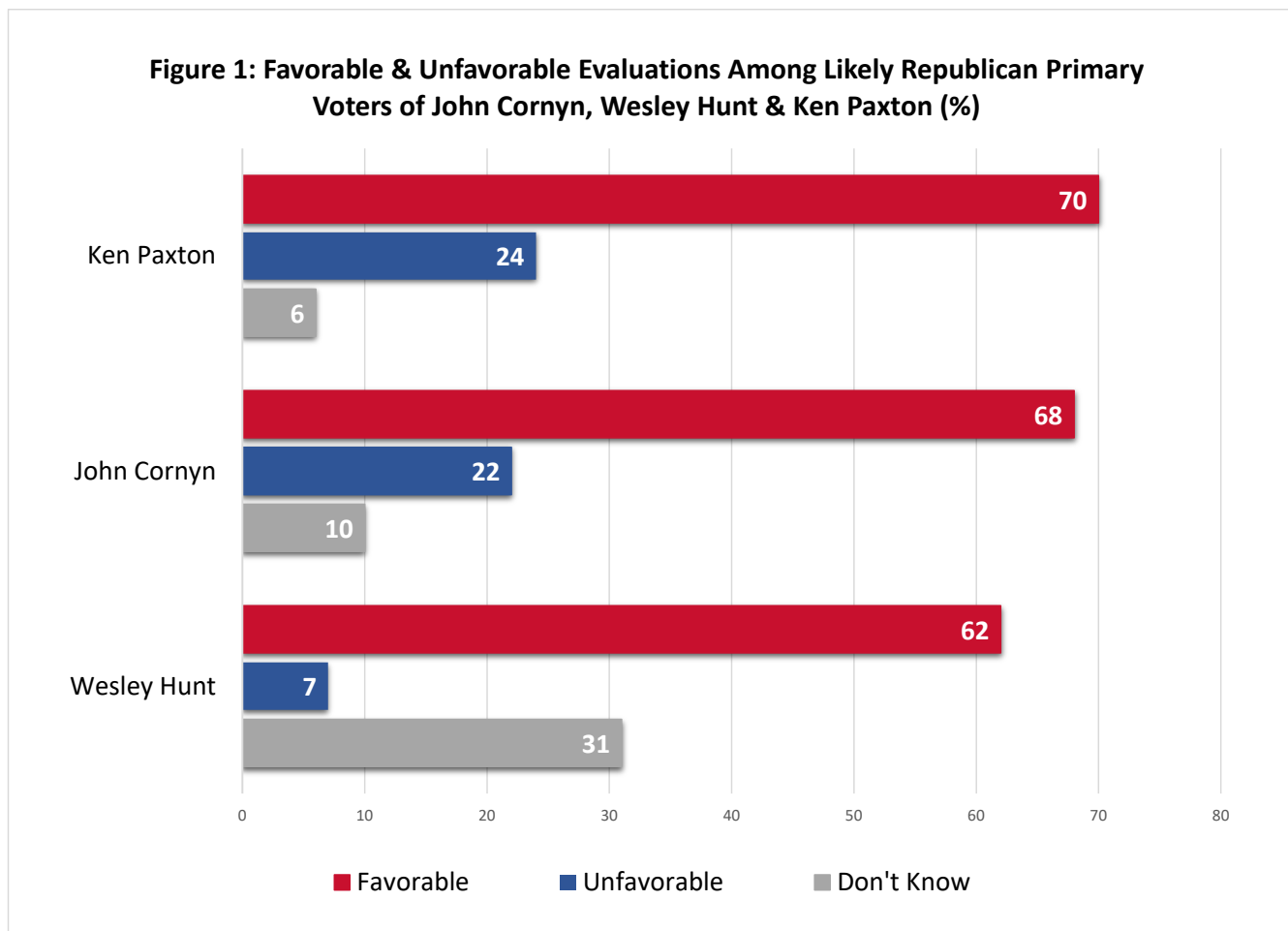


Figure 2 provides the vote intention of Republican primary voters in a U.S. Senate primary featuring Cornyn, Hunt and Paxton. Paxton (34%) and Cornyn (33%) are effectively deadlocked, each with one-third of the vote, while Hunt (22%) trails by 12 and 11 percentage points, with one in ten (11%) Republican primary voters still undecided.

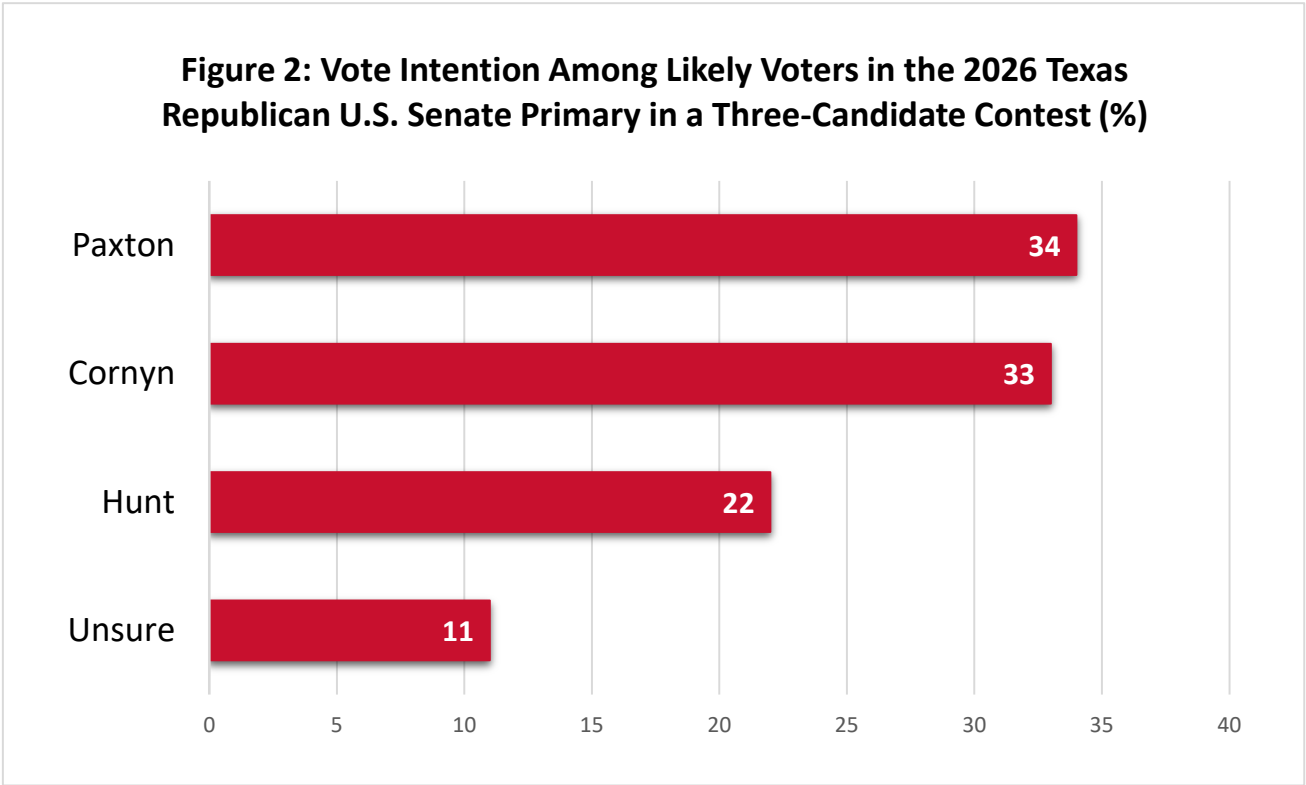


Table 1 provides the vote intention of likely Republican primary voters in the GOP U.S. Senate primary, broken down by gender, ethnicity/race (only White and Latino voters are included due to the limited numbers of Black GOP primary voters), generation (Millennials and Gen-Zs are combined), education and partisanship. Unlike in the section of the report focused on the general election, where Independents who lean towards identifying with the Republican Party are coded as Republicans, here these leaners are included with the Independents (where they account for more than four-fifths of the primary voters in this category).

**Table 1. Vote Intention in a Paxton-Cornyn-Hunt GOP Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Paxton	Cornyn	Hunt	Unsure
Overall		34	33	22	11
Gender	Women	28	37	18	17
	Men	38	30	24	8
Ethnicity/Race	White	31	32	26	11
	Latino	42	36	9	13
Generation	Silent/Boomer	39	36	19	6
	Gen-X	23	35	28	14
	Millennial/Gen-Z	34	28	21	17
Education	High School	43	34	12	11
	2-Yr/Some College	31	31	26	12
	4-Yr/Advanced	29	33	25	13
Partisanship	Republican	35	32	20	13
	Independent	33	28	26	13

The most salient socio-demographic sub-group differences in vote intention in this three-way U.S. Senate race revolve around gender. While Paxton holds an 8 percentage point advantage over Cornyn and a 14 point advantage over Hunt among men, Cornyn leads Paxton by 9 percentage points and Hunt by 19 percentage points among women. In sum, if only women voted in the Republican primary Cornyn would lead Paxton by 9 percentage points while if only men voted in the Republican primary Paxton would lead Cornyn by 8 percentage points. In addition, more than twice as many women (17%) as men (8%) remain undecided in this contest.



Figure 3 provides the vote intention of likely Republican primary voters in three head-to-head face offs featuring Cornyn vs. Paxton, Paxton vs. Hunt, and Cornyn vs. Hunt. In the two-way race between Cornyn and Paxton, Cornyn (44%) leads Paxton (43%) by one percentage point, with 13% unsure about their vote. In the two-way race between Paxton and Hunt, Paxton (50%) leads Hunt (35%) by 15 percentage points, with 15% unsure. In the two-way race between Cornyn and Hunt, Cornyn (50%) leads Hunt (34%) by 16 percentage points, with 16% unsure.

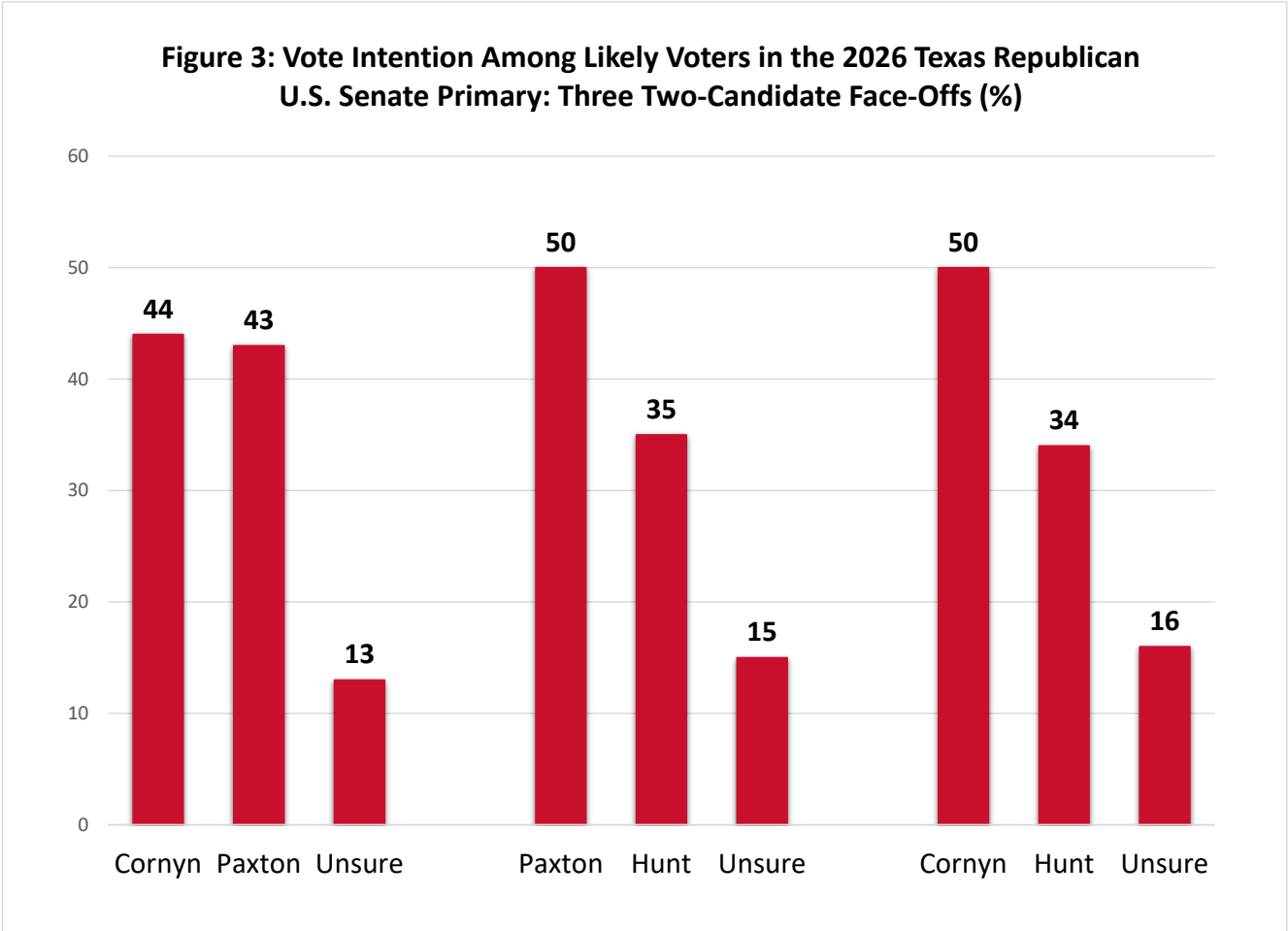


Table 2 (Cornyn-Paxton), Table 3 (Paxton-Hunt), and Table 4 (Cornyn-Hunt) provide the vote intention of likely Republican primary voters in the GOP U.S. Senate primary, broken down by gender, ethnicity/race, generation, education and partisanship.

Table 2 underscores that the gender gap which exists in the three-candidate contest reviewed in Table 1 is even larger in this two-candidate race between Cornyn and Paxton. Cornyn's lead over Paxton among women is 14 percentage points (47% to 33%, with 20% unsure) while Paxton's lead over Cornyn among men is 9 percentage points (51% to 42%, with 7% unsure). Table 4 also shows that Cornyn enjoys an even larger advantage over Hunt among women of 31 percentage points (56% to 25%, with 19% unsure), more than seven times greater than his narrow 4 percentage point lead over Hunt among men (46% to 42%, with 12% unsure). Gender differences are less prominent in the Paxton-Hunt two-way race (see Table 3), with Paxton leading Hunt among women by 16 percentage points (46% to 30%, with 24% unsure) and among men by 14 percentage points (53% to 39%, with 8% unsure).

**Table 2. Vote Intention in a Cornyn-Paxton GOP Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Cornyn	Paxton	Unsure
Overall		44	43	13
Gender	Women	47	33	20
	Men	42	51	7
Ethnicity/Race	White	47	40	13
	Latino	34	53	13
Generation	Silent/Boomer	44	46	10
	Gen-X	47	39	14
	Millennial/Gen-Z	43	40	17
Education	High School	38	52	10
	2-Yr/Some College	49	38	13
	4-Yr/Advanced	45	41	14
Partisanship	Republican	42	44	14
	Independent	43	44	13

**Table 3. Vote Intention in a Paxton-Hunt GOP Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Paxton	Hunt	Unsure
Overall		50	35	15
Gender	Women	46	30	24
	Men	53	39	8
Ethnicity/Race	White	47	39	14
	Latino	62	24	14
Generation	Silent/Boomer	61	30	9
	Gen-X	41	40	19
	Millennial/Gen-Z	42	38	20
Education	High School	61	27	12
	2-Yr/Some College	49	35	16
	4-Yr/Advanced	42	41	17
Partisanship	Republican	52	31	17
	Independent	46	44	10

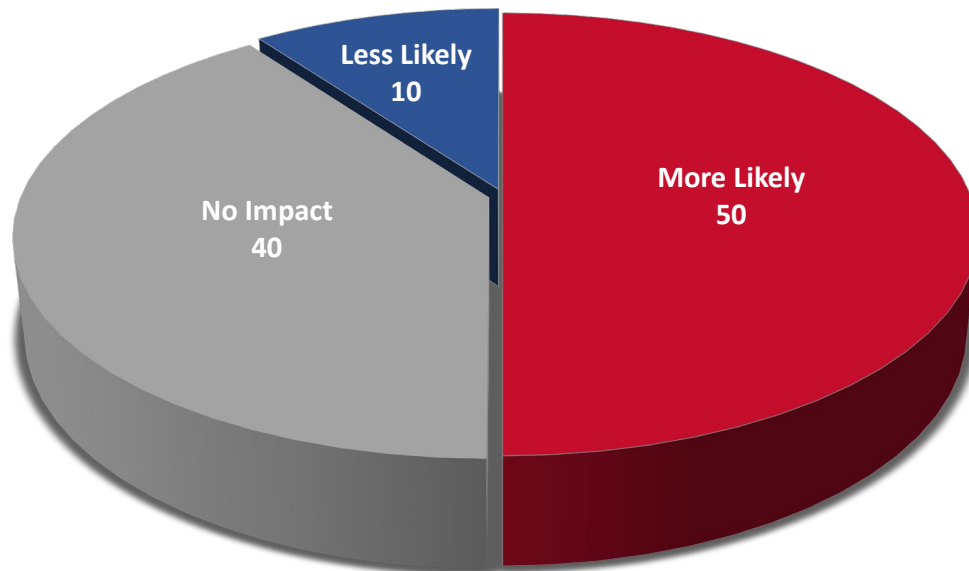
**Table 4. Vote Intention in a Cornyn-Hunt GOP Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Cornyn	Hunt	Unsure
Overall		50	34	16
Gender	Women	56	25	19
	Men	46	42	12
Ethnicity/Race	White	49	37	14
	Latino	54	25	21
Generation	Silent/Boomer	57	33	10
	Gen-X	48	35	17
	Millennial/Gen-Z	43	35	22
Education	High School	58	26	16
	2-Yr/Some College	51	34	15
	4-Yr/Advanced	44	41	15
Partisanship	Republican	52	31	17
	Independent	42	41	17

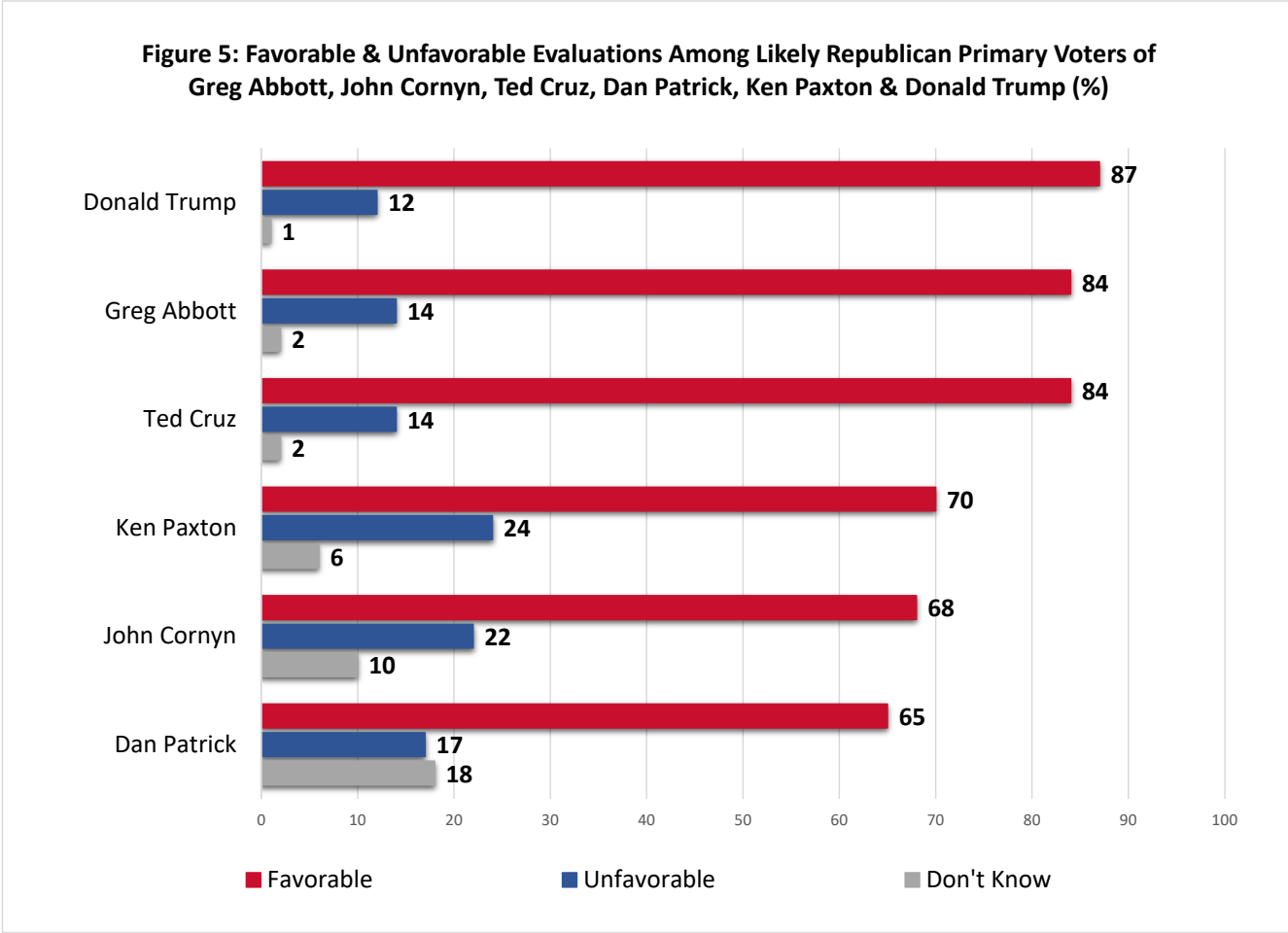
One final finding of note in Tables 2, 3 and 4 is that Paxton’s overall 16 percentage point lead over Hunt depends heavily on Paxton’s 61% to 30% lead among members of the Silent Generation/Baby Boomer cohort, with Paxton holding only a narrow advantage of 1 percentage point among Gen-X voters (41% to 40%) and a 4 percentage point advantage among the Millennial/Gen-Z cohort (42% to 38%).

These likely Republican primary voters were asked if the endorsement of a candidate in the 2026 Republican Texas U.S. Senate primary by President Donald Trump would make them more likely to vote for the Trump-endorsed candidate, less likely to vote for the Trump-endorsed candidate or have no impact on their likelihood of voting for the Trump-endorsed candidate. Figure 4 reveals that half (50%) of these Republican primary voters say that a Trump endorsement would make them more likely to vote for the endorsed candidate, five times more than the 10% who say a Trump endorsement would make them less likely to vote for the endorsed candidate. Two-fifths (40%) of these likely Republican primary voters report that a Trump endorsement would have no impact on their vote decision in the 2026 Republican Texas U.S. Senate primary.

**Figure 4: Impact of a Trump Endorsement in the 2026 Republican Party U.S. Senate Primary (%)**



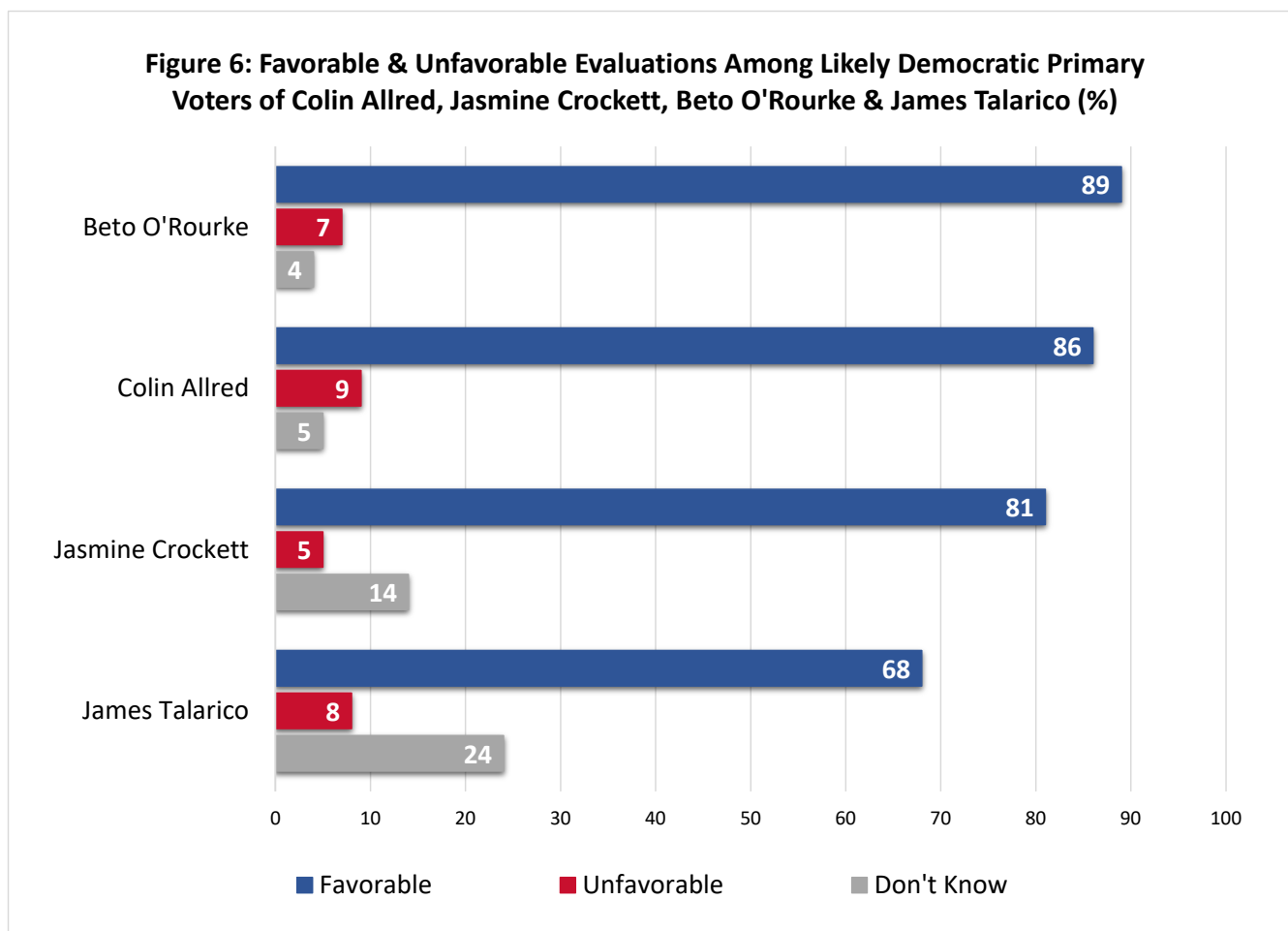
Regardless of an endorsement’s impact, President Trump remains extremely popular among Texas Republican primary voters as shown in Figure 5, with 87% having a favorable opinion of him, compared to only 12% who hold an unfavorable opinion of the president. Among likely Republican primary voters, Trump is the most popular Republican political figure in Texas, followed closely by Texas Governor Greg Abbott (84% favorable and 14% unfavorable) and U.S. Senator Ted Cruz (84% favorable and 14% unfavorable). Also included in Figure 5 are Texas Attorney General Ken Paxton, U.S. Senator John Cornyn, and Texas Lieutenant Governor Dan Patrick.



## MARCH 2026 DEMOCRATIC U.S. SENATE PRIMARY

Based on a combination of a respondent's prospective intention to participate in the 2026 Democratic primary and their past record of participation in the 2022 and 2024 Democratic primary elections, a total of 478 registered voters (with a margin of error of +/- 4.49%) were determined to be likely to vote in the March 2026 Democratic Texas U.S. Senate Primary.

Figure 6 provides the proportion of likely Democratic primary voters who have a favorable and an unfavorable opinion of two actual and two potential 2026 Democratic Texas U.S. Senate candidates, along with the proportion of these primary voters who don't know enough about the political figure to have an opinion of them. The four political figures evaluated include former congressman and 2024 Democratic U.S. Senate nominee Colin Allred and Texas State Representative James Talarico (both of whom have indicated they are running) along with Congresswoman Jasmine Crockett and former congressman and 2018 Democratic U.S. Senate nominee and 2022 Democratic Texas governor nominee Beto O'Rourke (both of whom are still considering whether or not to run).



Relatively comparable proportions of Democratic primary voters have favorable and unfavorable opinions of O'Rourke (89% and 7%), Allred (86% and 9%) and Crockett (81% and 5%). In contrast, 68% and 8% have a favorable and unfavorable opinion of Talarico, respectively, while nearly a quarter (24%) of the respondents don't know enough about him to have an opinion. Overall O'Rourke and Allred are

very well known among Democratic primary voters, with 96% and 95% of these voters knowing enough about each of them, respectively, to have an opinion. Crockett is not far behind, with 86% of Democratic primary voters knowing enough about her to have an opinion, 10 percentage points more than the 76% who know enough about Talarico to have an opinion of him, highlighting that for one in four of these likely Democratic primary voters Talarico is still an unknown quantity.

Figure 7 provides the vote intention in a hypothetical 2026 Democratic Texas U.S. Senate primary featuring all four of these candidates. In this four-candidate race Crockett leads with 31% followed by Talarico and O’Rourke who are tied at 25%, with Allred trailing with 13% of the vote and 6% unsure how they would vote.

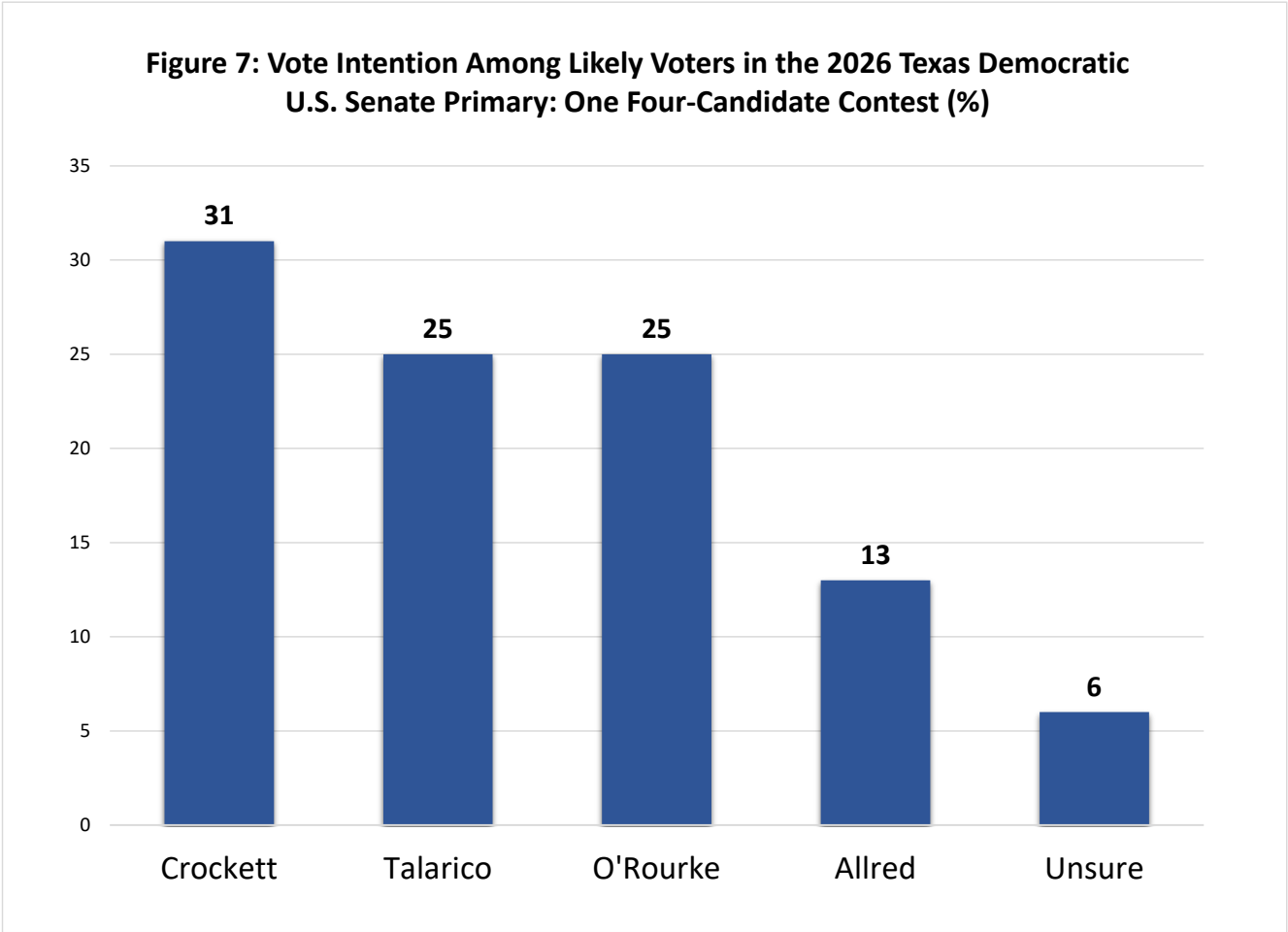


Table 5 provides the vote intention of likely Democratic primary voters in this four-candidate Democratic U.S. Senate primary, broken down by gender, ethnicity/race, generation (Millennials and Gen-Zs are combined), education and partisanship. Unlike in the section of the report focused on the general election, where Independents who lean towards identifying with the Democratic Party are coded as Democrats, here these leaners are included with the Independents (where they account for more than two-thirds of the voters in this category).

**Table 5. Vote Intention in a Four-Way Democratic Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Crockett	Talarico	O'Rourke	Allred	Unsure
Overall		31	25	25	13	6
Gender	Women	32	25	26	10	7
	Men	31	25	24	16	4
Ethnicity/Race	White	26	31	24	13	6
	Latino	28	24	33	10	5
	Black	45	17	16	16	6
Generation	Silent/Boomer	34	17	31	13	5
	Gen-X	37	25	22	12	4
	Millennial/Gen-Z	26	32	21	14	7
Education	High School	33	14	31	15	7
	2-Yr/Some College	39	21	23	13	4
	4-Yr/Advanced	26	34	23	11	6
Partisanship	Democratic	32	25	24	13	6
	Independent	26	29	28	9	8

In this four-way contest the most noteworthy socio-demographic sub-group differences revolve around ethnicity/race. Crockett owes her six percentage point lead over Talarico and O'Rourke in large part to her very high (45%) vote intention among Black Democratic primary voters, compared to 17% for Talarico, 16% for O'Rourke and 16% for Allred.



Figure 8 provides the vote intention of likely Democratic primary voters in six potential two-candidate face-offs featuring Crockett, Talarico, O'Rourke and Allred. In these two-candidate races, the largest lead in vote intention (23 percentage points) is held by Crockett in a race against Allred (57% to 34%, with 9% unsure), followed by Crockett's 18 percentage point lead in a race against Talarico (52% to 34%, with 14% unsure). The next largest leads involve match-ups between O'Rourke and these same two rivals, with O'Rourke leading Allred by 17 percentage points (55% to 38%, with 7% unsure) and leading Talarico by 15 percentage points (54% to 39%, with 7% unsure). In a Crockett vs. O'Rourke contest, Crockett leads O'Rourke by 10 percentage points (51% to 41%, with 10% unsure). Finally, the closest two-way contest involves the two candidates who have formally announced their U.S. Senate bids, with Allred (46%) narrowly leading Talarico (42%) by 4 percentage points, with 12% unsure about how they would vote in this contest.

**Figure 8: Vote Intention Among Likely Voters in the 2026 Texas Democratic U.S. Senate Primary: Six Two-Candidate Face-Offs (%)**

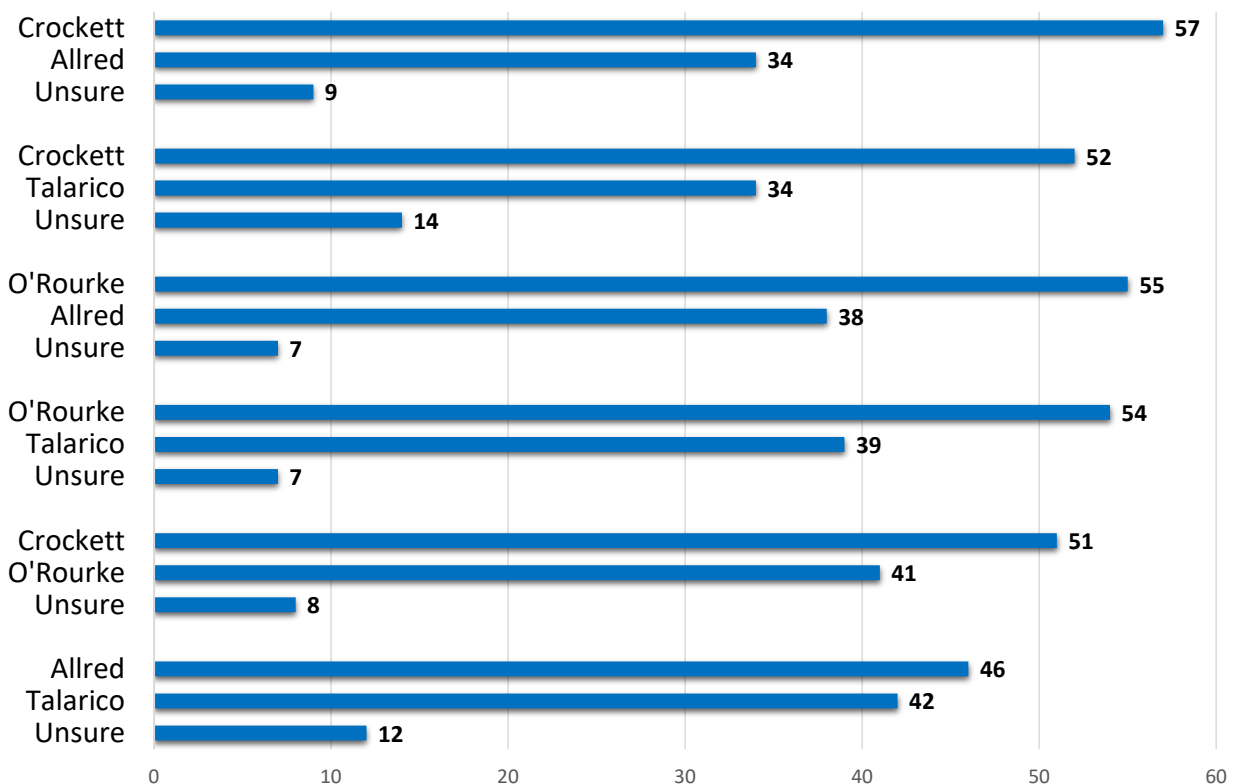


Table 6 provides the vote intention of likely Democratic primary voters in the 2026 U.S. Senate primary race between Allred and Talarico (the only two of these candidates to formally launch their candidacy), broken down by gender, ethnicity/race, generation (Millennials and Gen-Zs are combined), education and partisanship.

**Table 6. Vote Intention in a Allred-Talarico Democratic Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Allred	Talarico	Unsure
Overall		46	42	12
Gender	Women	43	45	12
	Men	50	38	12
Ethnicity/Race	White	42	49	9
	Latino	38	42	20
	Black	64	26	10
Generation	Silent/Boomer	59	30	11
	Gen-X	43	43	14
	Millennial/Gen-Z	36	50	14
Education	High School	48	28	24
	2-Yr/Some College	55	37	8
	4-Yr/Advanced	38	53	9
Partisanship	Democratic	48	42	10
	Independent	39	41	20

While Allred and Talarico are effectively tied in terms of support among women (43% and 45%, respectively), Allred holds a significant 12 percentage point lead over Talarico among men (50% to 38%). Talarico holds modest leads over Allred among White (49% to 42%) and Latino (42% to 38%) voters, but Allred holds a dominating 38 percentage point lead over Talarico among Black voters (64% to 26%). Allred is strongly preferred over Talarico by members of the Silent/Baby Boomer cohort (59% to 30%), while Talarico is preferred over Allred by members of the Millennial/Gen-Z cohort (50% to 36%). The vote intention for the two candidates among Gen-X voters is even at 43%. Finally, while Allred holds a notable advantage over Talarico among Democratic primary voters whose highest level of educational attainment is a high school degree or less (48% to 28%) or a two-year degree or some college (55% to 37%), Talarico bests Allred among Democratic primary voters with a four-year or advanced degree as their highest level of educational attainment (53% vs. 38%).

Table 7 provides the vote advantage held by Crockett in three two-way races against Allred, Talarico and O'Rourke, broken down by gender, ethnicity/race, generation (Millennials and Gen-Zs are combined), education and partisanship.

**Table 7. Crockett Advantage Over Allred, Talarico & O'Rourke in Three Separate Democratic Primary Faceoffs (%)**

Socio-Demographic	Sub-Group	Allred	Talarico	O'Rourke
Overall		23	18	10
Gender	Women	27	19	7
	Men	17	18	13
Ethnicity/Race	White	16	4	-1
	Latino	14	6	0
	Black	33	58	43
Generation	Silent/Boomer	26	27	8
	Gen-X	29	24	16
	Millennial/Gen-Z	16	9	9
Education	High School	18	33	8
	2-Yr/Some College	24	30	13
	4-Yr/Advanced	25	2	8
Partisanship	Democratic	21	20	12
	Independent	20	18	1

Crockett's three largest leads over Allred are among Black voters (33 percentage points, 68% to 25%), Gen-X voters (29 percentage points, 60% to 31%) and women (27 percentage points, 59% to 32%).

Crockett's three largest leads over Talarico are among Black voters (58 percentage points, 72% to 14%) and among voters whose highest level of educational attainment is either a high school degree or less (33 percentage points, 56% to 23%) or a two-year degree or some college (30 percentage points, 59% to 29%), with Crockett besting Talarico among Democratic primary voters with a four-year or advanced degree by only 2 percentage points (45% to 43%).

Crockett's three largest leads over O'Rourke are among Black voters (43 percentage points, 69% to 26%), Gen-X voters (16 percentage points, 55% to 39%) and men (13 percentage points, 53% to 40%). O'Rourke narrowly leads Crockett by 1 percentage point amount White voters (46% to 45%) and the two are deadlocked among Latino voters at 45%.

Table 8 provides the vote advantage held by O’Rourke in a pair of two-way races against Allred and Talarico, broken down by gender, ethnicity/race, generation (Millennials and Gen-Zs are combined), education and partisanship.

**Table 8. O’Rourke Advantage Over Allred & Talarico in Two Separate Democratic Primary Faceoffs (%)**

Socio-Demographic	Sub-Group	Allred	Talarico
Overall		17	15
Gender	Women	28	14
	Men	3	16
Ethnicity/Race	White	19	-8
	Latino	35	30
	Black	-12	25
Generation	Silent/Boomer	5	29
	Gen-X	38	19
	Millennial/Gen-Z	12	2
Education	High School	20	38
	2-Yr/Some College	10	33
	4-Yr/Advanced	23	-10
Partisanship	Democratic	20	18
	Independent	11	4

O’Rourke’s three largest leads over Allred are among Gen-X voters (38 percentage points, 66% to 28%), Latino voters (35 percentage points, 64% to 29%) and women (28 percentage points, 60% to 32%). The only socio-demographic sub-group among which Allred bests O’Rourke is Black voters, where Allred leads by 12 percentage points (52% to 40%).

O’Rourke’s three largest leads over Talarico are among Democratic primary voters whose highest level of educational attainment is a high school degree (38 percentage points, 64% to 26%) or a two-year degree or some college (33 percentage points, 64% to 31%), followed by Latino voters (30 percentage points, 61% to 31%). In contrast, Talarico leads O’Rourke by 10 percentage points (51% to 41%) among Democratic primary voters whose highest level of educational attainment is a four-year degree or advanced degree as well as bests O’Rourke among White voters by 8 percentage points (50% to 42%).

## 2024 PRESIDENTIAL VOTE AND CURRENT RETROSPECTIVE PRESIDENTIAL VOTE INTENTION

Survey respondents who voted in the 2024 presidential election had over the course of the year been asked who they voted for in the 2024 presidential election. In this September survey the respondents were asked if they could vote again today in the 2024 presidential election, who would they vote for, with the options being Republican Donald Trump, Democrat Kamala Harris, Libertarian Chase Oliver and the Green Party's Jill Stein, with additional options of saying they were unsure or would not vote.

Figure 9 provides the distribution of who the respondents that voted in the 2024 presidential election voted for, with 56% reporting that they cast a ballot for Trump, 43% for Harris and 1% for other candidates. When asked again in September how they would vote if they could turn back time and go back and do it all over again, 49% say they would still vote for Trump, 45% for Harris and 2% for other candidates, with 2% saying they are unsure how they would vote and 2% saying they would not vote. In all, Trump's vote share dropped from 56% to 49% (a 7 percentage point decrease) while Harris's vote share rose from 43% to 45% (a 2 percentage point increase). While Trump bested Harris by 13 percentage points among these voters in November 2024, if the election were held today among these same voters, he would defeat Harris by only 4 percentage points.

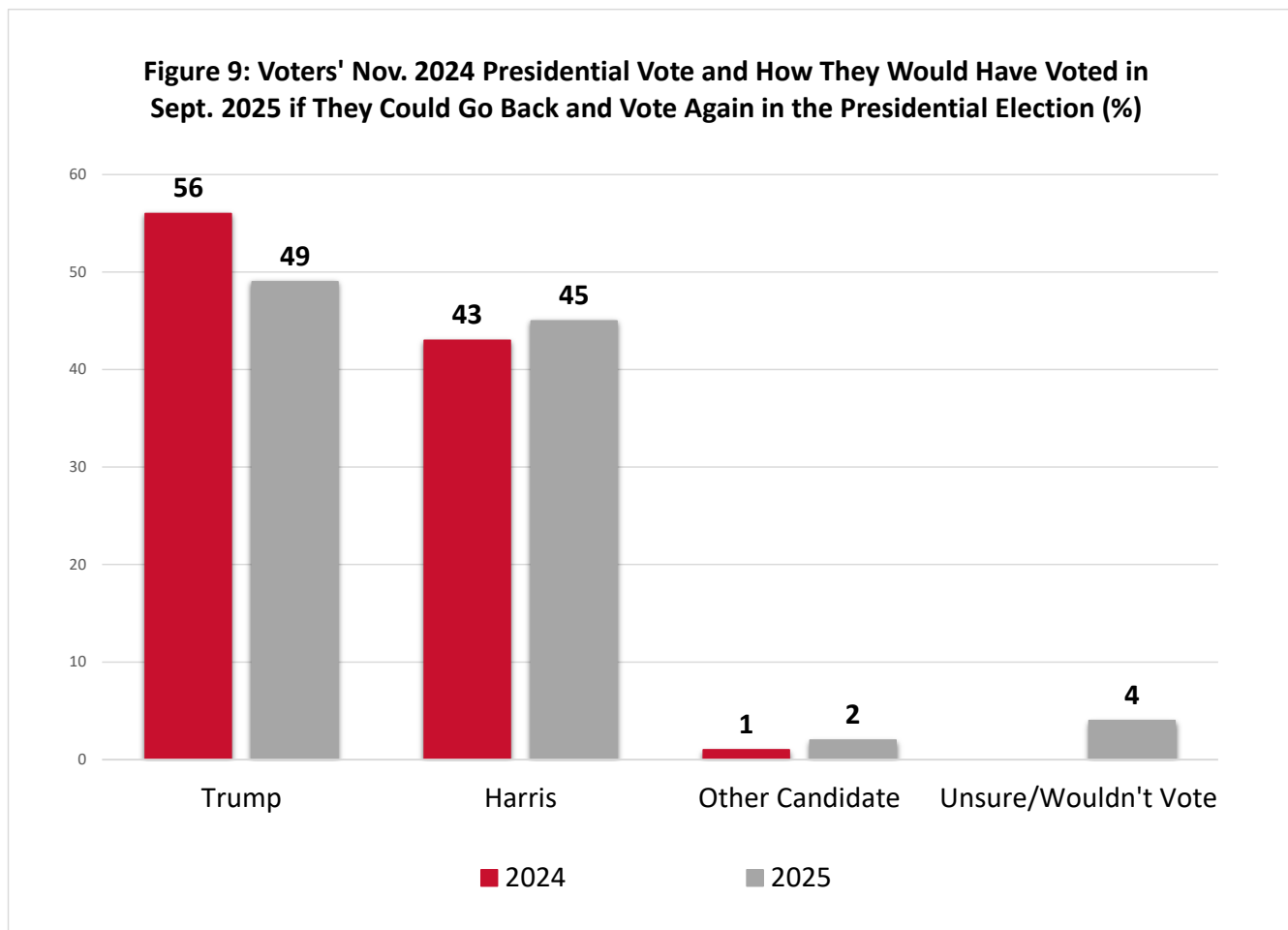
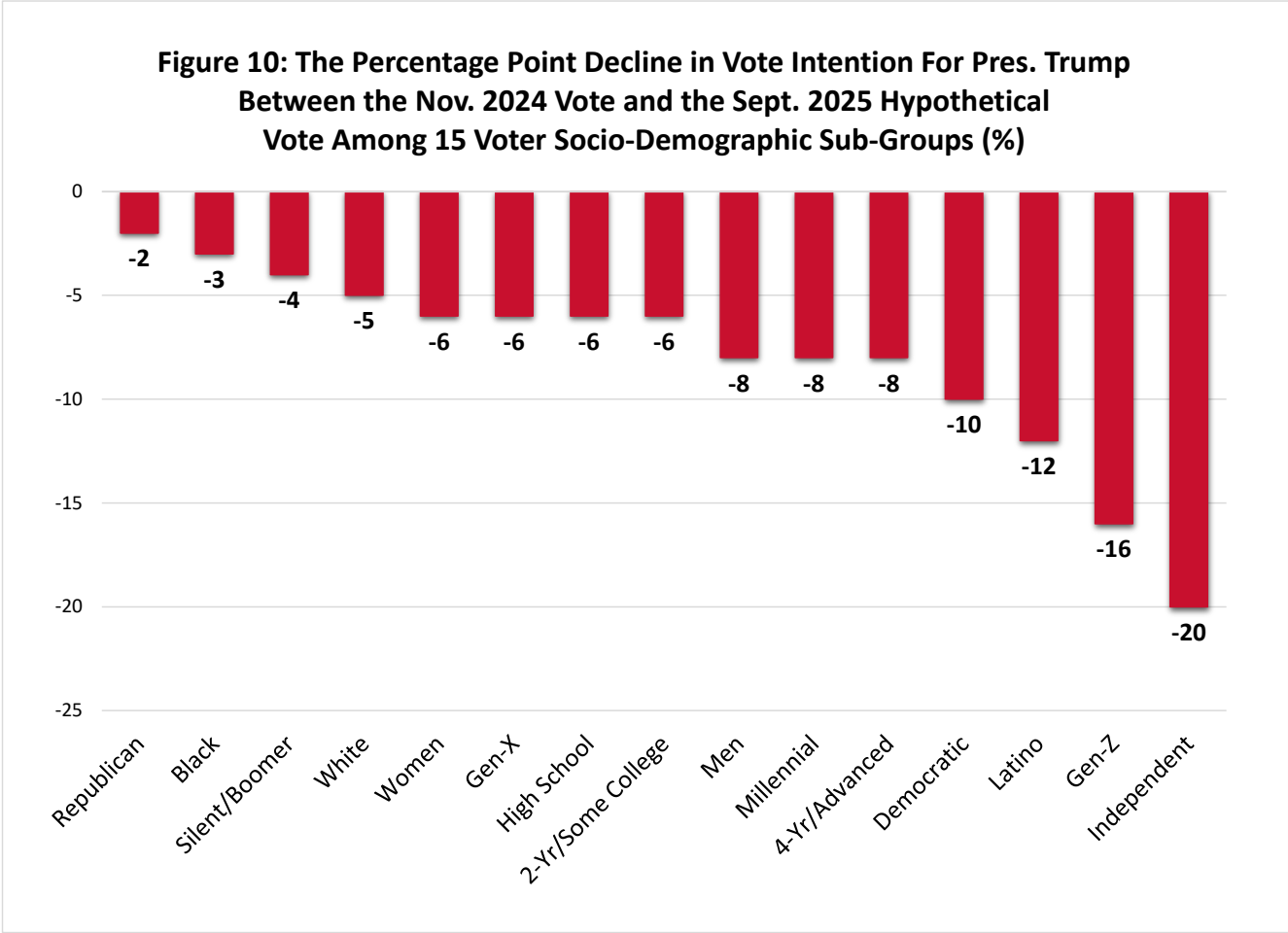


Table 9 provides the previously recorded vote (2024) and revised vote (2025) for both Trump and Harris, broken down by gender, ethnicity/race, generation, education and partisanship. In this section Republican leaners and Democratic leaners are coded as Republicans and Democrats, respectively, rather than as Independents as was the case in the prior two sections focused on the Republican Party and Democratic Party primaries.

**Table 9. Vote for Trump & Harris in 2024 (Actual) & 2025 (Revisited) Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	2024 Trump	2025 Trump	2024 Harris	2025 Harris
Overall		56	49	43	45
Gender	Women	49	43	49	50
	Men	63	55	36	40
Ethnicity/Race	White	65	60	34	35
	Latino	53	41	45	52
	Black	14	11	83	85
Generation	Silent/Boomer	61	57	38	39
	Gen-X	55	49	44	43
	Millennial	54	46	45	49
	Gen-Z	44	28	54	64
Education	High School	61	55	38	40
	2-Yr/Some College	56	50	43	44
	4-Yr/Advanced	53	45	46	49
Partisanship	Democratic	14	4	85	93
	Independent	53	33	40	42
	Republican	93	91	6	4

Figure 10 draws on the data in Table 9 to display the range in the percentage point decline in Trump’s vote among 15 key socio-demographic sub-groups. In no case did Trump’s vote intention increase among any of these sub-groups. Trump lost the least ground among Republican (2 percentage points), Black (3 percentage points), Silent Generation/Baby Boomer (4 percentage points), and White (5 percentage points) voters. Trump lost the most ground among Democratic (10 percentage points), Latino (12 percentage points), Gen-Z (16 percentage points) and Independent (20 percentage points) voters.



While Trump’s advantage over Harris among these Latino voters in 2024 was 8 percentage points (53% to 45%), if these Latino voters could vote again for president, Harris would lead Trump by 11 percentage points among Latinos (52% to 41%), marking a 19 percentage point shift. This finding suggests that any modeling of Latino voter behavior based on Trump’s unprecedented success with Texas Latino voters in 2024 could be significantly overestimating the 2026 Latino vote intention for Republican congressional candidates in the recently redrawn Texas U.S. House districts. And, as a result, Republicans may have a more difficult time than expected defeating Democratic incumbents Henry Cuellar in the 28th Congressional District and Vicente Gonzalez in the 34th Congressional District, while also suggesting that Republican victories in the 9th, 15th, and 35th Congressional Districts, though still the most likely outcome, are not nearly as certain as they would be if Latino voters cast ballots for Republican candidates in 2026 in the same way that they did back in 2024.

Table 10 provides the recorded vote (2024) and revised vote (2025) for both Trump and Harris among Latino voters, broken down by gender, ethnicity/race, generation (Millennials and Gen-Zs are combined), education and partisanship. The three largest percentage point declines in vote intention among Latino voters for Trump between 2024 and 2025 are among Independents (28 percentage points), Latinos whose highest level of educational attainment is a four-year or advanced degree (18 percentage points), and among Millennial/Gen-Z Latinos (16 percentage points).

**Table 10. Latino Vote for Trump & Harris in 2024 (Actual) & 2025 (Revisited) Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	2024 Trump	2025 Trump	2024 Harris	2025 Harris
Overall		53	41	45	52
Gender	Women	47	33	51	59
	Men	60	49	39	45
Generation	Silent/Boomer	55	45	45	47
	Gen-X	50	41	49	50
	Millennial/Gen-Z	52	36	46	57
Education	High School	54	45	46	50
	2-Yr/Some College	49	36	50	53
	4-Yr/Advanced	58	40	42	55
Partisanship	Democratic	18	6	81	91
	Independent	59	31	37	44
	Republican	96	90	3	5



## NOVEMBER 2026 U.S. SENATE GENERAL ELECTION

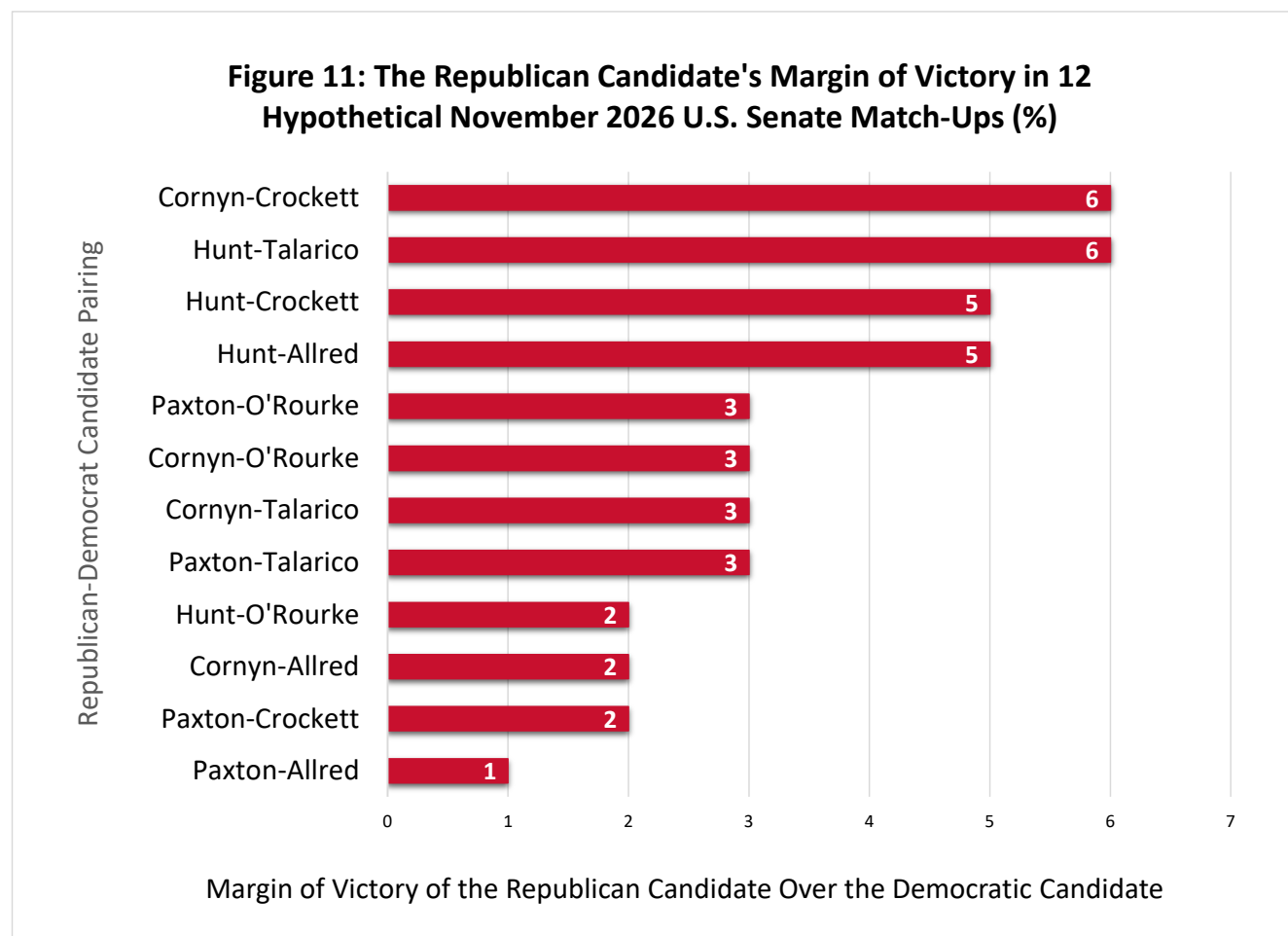
Based on a combination of a prospective intention to participate in the November 2026 general election and a past record of participation in the 2022 and 2024 general elections, a total of 1,183 registered voters (with a margin of error of +/- 2.85%) were determined to be likely to vote in the November 2026 U.S. Senate election.

In all, 12 unique two-candidate November 2026 election scenarios were evaluated, featuring three potential Republican candidates (Cornyn, Hunt, Paxton) and four potential Democratic candidates (Allred, Crockett, O'Rourke, Talarico). The vote intention for each candidate as well as the proportion of likely voters who reported that they were unsure how they would vote is contained in Table 11.

**Table 11. Vote Intention in 12 Hypothetical November 2026 U.S. Senate Contests (%)**

Republican Candidate	Percent	Democratic Candidate	Percent	Unsure
Cornyn	50	Crockett	44	6
Cornyn	49	O'Rourke	46	5
Cornyn	48	Talarico	45	7
Cornyn	48	Allred	46	6
Hunt	50	Talarico	44	6
Hunt	50	Allred	45	5
Hunt	50	Crockett	45	5
Hunt	49	O'Rourke	47	4
Paxton	49	Talarico	46	5
Paxton	49	O'Rourke	46	5
Paxton	49	Crockett	47	4
Paxton	48	Allred	47	5

Figure 11 displays the Republican margin of victory in these 12 hypothetical November 2026 races (in no instance did a Democratic candidate lead in vote intention). With this election still more than a year away, much of this vote intention is explained by partisanship, although within the relatively constant support for Republican and Democratic candidates based on partisanship, there is some variation in the Republican candidates' margins of victory.



The GOP candidates' margins of victory range from 1 percentage point to 6 percentage points, with a median margin of victory of 3 percentage points. The four races where the Republican candidate enjoyed the largest lead were Cornyn vs. Crockett (6 percentage points), Hunt vs. Talarico (6 percentage points), Hunt vs. Crockett (5 percentage points), and Hunt vs. Allred (5 percentage points). The four races where the Republican candidate enjoyed the smallest lead were Paxton vs. Allred (1 percentage point), Paxton vs. Crockett (2 percentage points), Cornyn vs. Allred (2 percentage points) and Hunt vs. O'Rourke (2 percentage points).

Among the three Republican candidates, the top performer was Hunt, with leads of 6, 5, 5, and 2 percentages points, followed by Cornyn, with leads of 6, 3, 3, and 2 percentage points. The weakest performer was Paxton, with leads of 3, 3, 2, and 1 percentage points. Hunt's average margin of victory was 4.5 percentage points, Cornyn's was 3.5 percentage points, and Paxton's was 2.25 percentage points.

Among the four Democratic candidates, the top performer was Allred, with margins of defeat of 1, 2, and 5 percentage points, followed by O'Rourke with margins of defeat of 2, 3, and 3 percentage points, Talarico with margins of defeat of 3, 3, and 6 percentage points, and Crockett with margins of defeat of 2, 5, and 6 percentage points. Allred and O'Rourke both had an average margin of defeat of 2.67 percentage points, followed by Talarico with a margin of defeat of 3 percentage points and Crockett with a margin of defeat of 4.33 percentage points.

Table 12 (Cornyn), Table 13 (Paxton) and Table 14 (Hunt) provide the respective margin of victory of these three Republicans over their four respective potential Democratic rivals (Allred, O'Rourke, Talarico, Crockett), broken down by gender, ethnicity/race, generation, education, partisanship, 2024 U.S. presidential vote, and 2024 Texas U.S. Senate vote. In this section Republican leaners and Democratic leaners are coded as Republicans and Democrats, respectively, rather than as Independents as was the case in the two sections focused on the Republican Party and Democratic Party primaries.

**Table 12. Cornyn Advantage Over Democratic Rivals in Four U.S. Senate General Election Match-Ups (%)**

Socio-Demographic	Sub-Group	Allred	O'Rourke	Talarico	Crockett
Overall		2	3	3	6
Gender	Women	-5	-6	-5	-3
	Men	9	11	11	17
Ethnicity/Race	White	19	21	20	24
	Latino	-10	-17	-8	-9
	Black	-66	-65	-72	-65
Generation	Silent/Boomer	18	21	21	20
	Gen-X	6	7	9	7
	Millennial	-6	-12	-6	-2
	Gen-Z	-40	-31	-39	-24
Education	High School	13	10	15	17
	2-Yr/Some College	4	8	8	11
	4-Yr/Advanced	-6	-6	-7	-5
Partisanship	Democratic	-92	-88	-91	-88
	Independent	-13	-18	-11	-7
	Republican	84	84	85	87
2024 Pres. Vote	Trump	67	68	66	72
	Harris	-84	-82	-84	-82
2024 U.S. Sen. Vote	Cruz	87	84	86	89
	Allred	-92	-88	-90	-86

**Table 13. Paxton Advantage Over Democratic Rivals in Four U.S. Senate General Election Match-Ups (%)**

Socio-Demographic	Sub-Group	Allred	Crockett	O'Rourke	Talarico
Overall		1	2	3	3
Gender	Women	-8	-10	-8	-9
	Men	10	13	14	14
Ethnicity/Race	White	18	19	22	22
	Latino	-13	-12	-15	-11
	Black	-75	-74	-73	-77
Generation	Silent/Boomer	17	17	20	18
	Gen-X	4	6	6	6
	Millennial	-7	-7	-11	-7
	Gen-Z	-47	-40	-28	-32
Education	High School	11	14	14	16
	2-Yr/Some College	5	8	10	10
	4-Yr/Advanced	-9	-10	-9	-13
Partisanship	Democratic	-96	-95	-92	-91
	Independent	-23	-23	-14	-12
	Republican	86	88	85	85
2024 Pres. Vote	Trump	67	69	70	70
	Harris	-86	-85	-86	-85
2024 U.S. Sen. Vote	Cruz	88	91	88	87
	Allred	-96	-95	-91	-90

**Table 14. Hunt Advantage Over Democratic Rivals in Four U.S. Senate General Election Match-Ups (%)**

Socio-Demographic	Sub-Group	O'Rourke	Allred	Crockett	Talarico
Overall		2	5	5	6
Gender	Women	-7	-5	-5	-6
	Men	12	15	17	18
Ethnicity/Race	White	23	24	25	25
	Latino	-17	-9	-7	-8
	Black	-77	-72	-77	-75
Generation	Silent/Boomer	23	19	22	22
	Gen-X	7	7	10	8
	Millennial	-9	0	-2	-2
	Gen-Z	-46	-31	-39	-32
Education	High School	9	12	18	13
	2-Yr/Some College	7	9	9	14
	4-Yr/Advanced	-4	-3	-5	-6
Partisanship	Democratic	-94	-89	-92	-90
	Independent	-17	-15	-12	-10
	Republican	87	88	91	88
2024 Pres. Vote	Trump	70	73	73	73
	Harris	-84	-85	-84	-84
2024 U.S. Sen. Vote	Cruz	88	90	91	91
	Allred	-92	-91	-90	-88

The data in Tables 12, 13 and 14 reveal a Republican advantage among men that ranges from a high of 18 percentage points (Hunt vs. Talarico) to a low of 9 percentage points (Cornyn vs. Allred), and a Democratic advantage among women that ranges from a high of 10 percentage points (Crockett vs. Paxton) to a low of 3 percentage points (Crockett vs. Cornyn).

Tables 12, 13 and 14 also reveal a Republican advantage among White voters that ranges from a high of 25 percentage points (Hunt vs. Crockett, Hunt vs. Talarico) to a low of 18 percentage points (Paxton vs. Allred). The tables also reveal a Democratic advantage among Latino voters that ranges from a high of 17 percentage points (O'Rourke vs. Cornyn and O'Rourke vs. Hunt) to a low of 7 percentage points (Hunt vs. Crockett). Finally, the Democratic advantage among Black voters ranges from a high of 77 percentage points (O'Rourke vs. Hunt, Crockett vs. Hunt, Talarico vs. Paxton) to a low of 65 percentage points (O'Rourke vs. Cornyn, Crockett vs. Cornyn).

Tables 12, 13 and 14 identify the sharpest generational differences in partisan support as existing within the Silent Generation/Baby Boomer cohort and within Gen-Z. The Republican advantage among members of the Silent Generation/Baby Boomer cohort ranges from a high of 23 percentage points (Hunt vs. O'Rourke) to a low of 17 percentage points (Paxton vs. Allred, Paxton vs. O'Rourke). The Democratic advantage among Gen-Z ranges from a high of 47 percentage points (Allred vs. Paxton) to a low of 24 percentage points (Crockett vs. Cornyn).

While Republicans consistently won the support of a majority of likely voters whose highest level of educational attainment is less than a four-year college degree, Democrats consistently won the most support among those likely voters with a four-year degree or advanced degree as their highest level of educational attainment. The Democratic advantage among this latter group of voters ranges from a high of 13 percentage points (Talarico vs. Paxton) to a low of 3 percentage points (Allred vs. Hunt).

## MARCH 2026 REPUBLICAN TEXAS ATTORNEY GENERAL PRIMARY

Based on a combination of a prospective intention to participate in the 2026 Republican primary and a past record of participation in recent Republican primary elections, a total of 576 registered voters (with a margin of error of +/- 4.08%) were determined to be likely to vote in the March 2026 Republican Texas Attorney General Primary.

The survey respondents were asked if they definitely would consider voting for, might consider voting for, or never vote for four 2026 Republican Texas Attorney General candidates, or, if they did not know enough about the candidate to offer an opinion about voting for them. The four candidates evaluated were Texas State Senator Mayes Middleton, Texas State Senator Joan Huffman, former U.S. Assistant Attorney General Aaron Reitz, and Congressman Chip Roy.

Figure 12 highlights that more than half of these likely March 2026 Republican primary voters said they did not know enough about Middleton (65%), Reitz (63%) and Huffman (58%) to have an opinion about voting for them, with 36% saying the same thing about Roy. More than one-half (56%) of these Republican primary voters report that they definitely (27%) or might (29%) consider voting for Roy, followed by approximately one-third who say they definitely or might consider voting for Huffman (36%, 10% and 26%), Middleton (32%, 8% and 24%) and Reitz (30%, 8% and 22%).

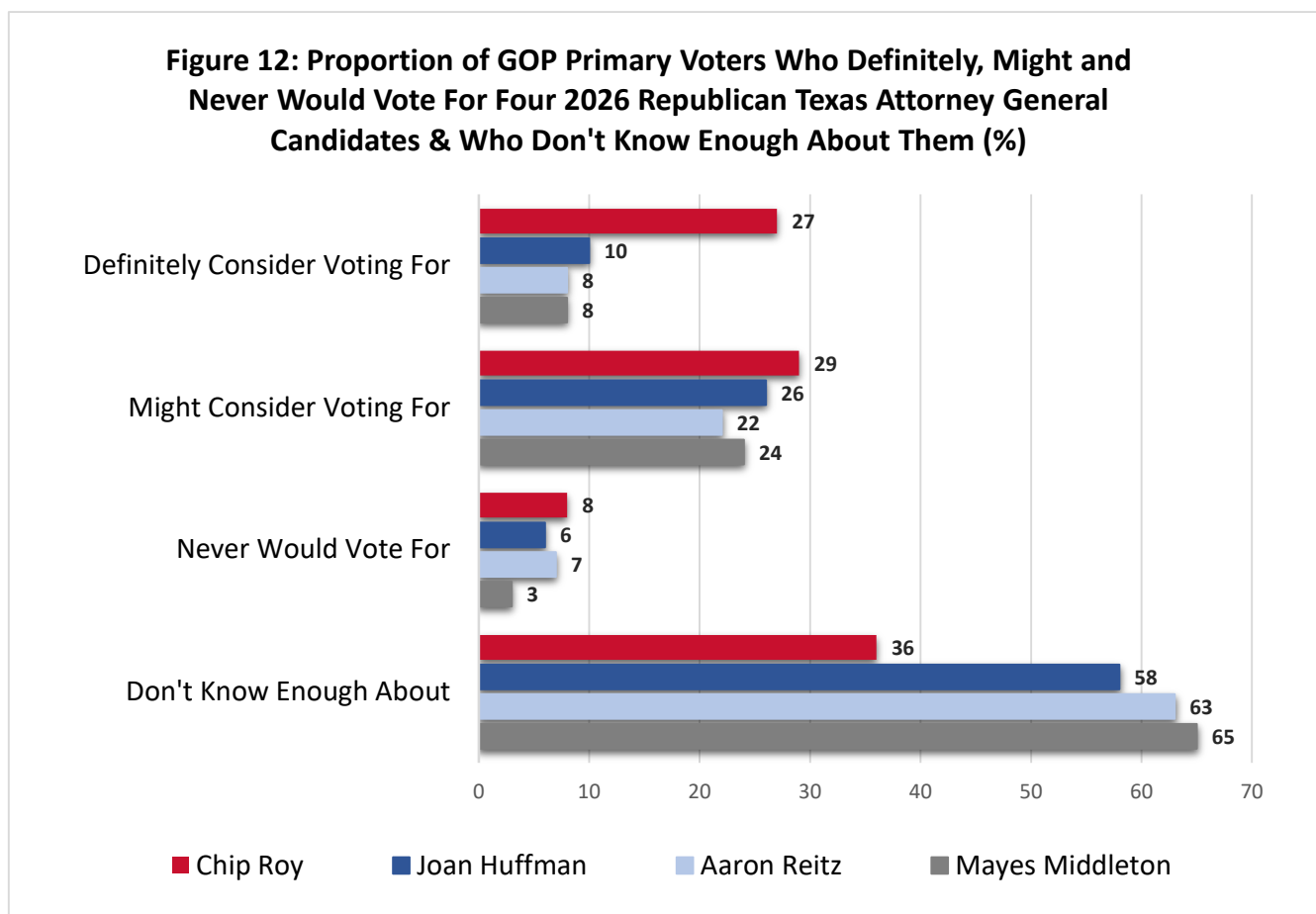


Figure 13 provides the vote intention among these likely Republican primary voters in the 2026 Texas Attorney General Republican primary. With a vote intention of 40%, Roy holds a considerable lead over all three of his rivals, whose combined vote intention is 23%, with 12% supporting Huffman, 8% supporting Reitz and 3% supporting Middleton. Close to two in five (37%) of these Republican primary voters remain undecided in this contest.

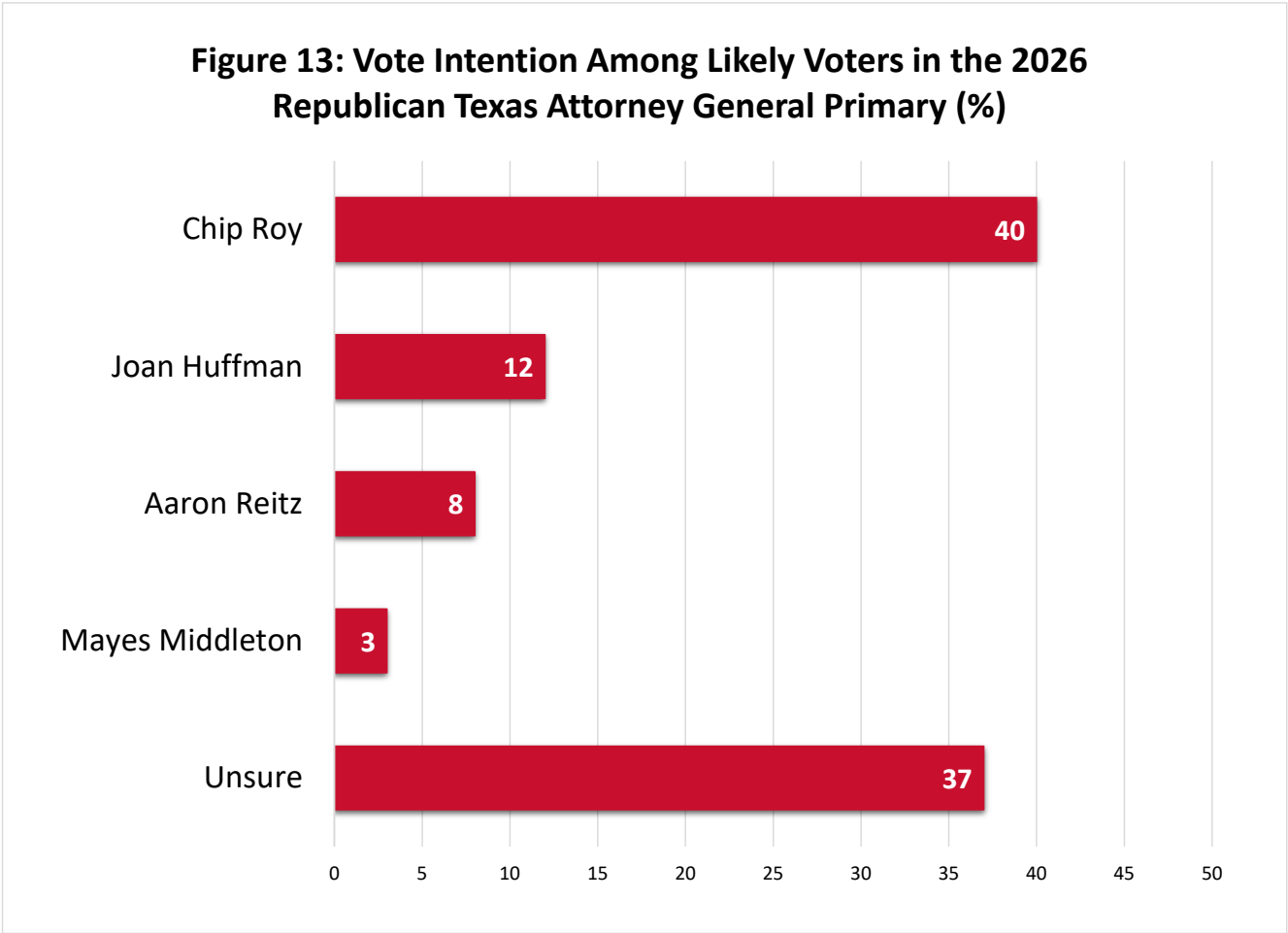


Table 15 provides the vote intention in the 2026 Republican Texas Attorney General primary, broken down by gender, ethnicity/race (only White and Latino voters due to the limited numbers of Black GOP primary voters), generation (Millennials and Gen-Zs are combined), education and partisanship. Unlike in the section of the report focused on the general election, where Independents who lean towards identifying with the Republican Party are coded as Republicans, here they are included with the Independents (where they account for more than four-fifths of the voters in this category). With one minor exception, Roy's lead over his three rivals is relatively consistent across the 12 socio-demographic sub-groups, with the modest exception of a notably more limited level of support for Roy among Millennial and Gen-Z Republican primary voters.

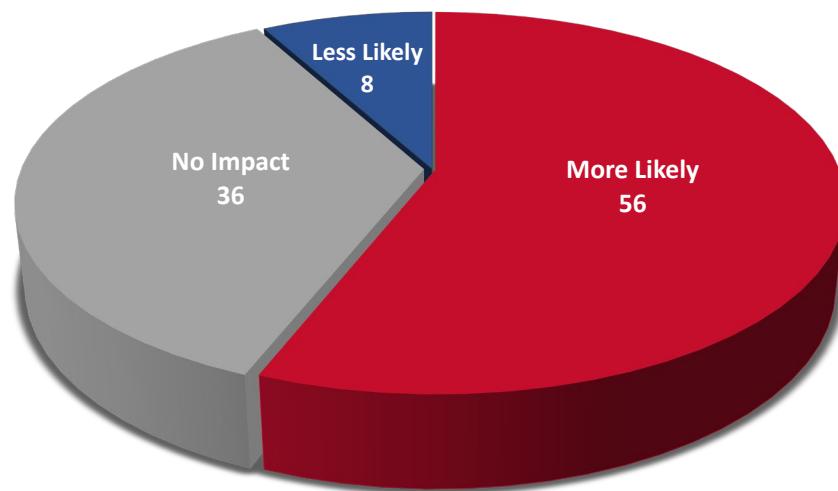
**Table 15. Vote Intention in the Texas GOP Attorney General Primary, Among Key Socio-Demographic Groups (%)**

Socio-Demographic	Sub-Group	Roy	Huffman	Reitz	Middleton	Unsure
Overall		40	12	8	3	37
Gender	Women	31	8	11	4	46
	Men	47	14	6	3	30
Ethnicity/Race	White	40	13	7	2	38
	Latino	39	11	8	8	34
Generation	Silent/Boomer	51	5	7	2	35
	Gen-X	41	8	6	2	43
	Millennial/Gen-Z	24	23	11	6	36
Education	High School	44	12	6	3	35
	2-Yr/Some College	35	13	8	2	42
	4-Yr/Advanced	40	11	10	4	35
Partisanship	Republican	42	9	6	3	40
	Independent	37	9	11	3	40



The likely Republican primary voters were asked if the endorsement of a candidate in the 2026 Republican Texas Attorney General primary by President Donald Trump would make them more likely to vote for the Trump-endorsed candidate, less likely to vote for the Trump-endorsed candidate or have no impact on their likelihood of voting for the Trump endorsed candidate. Figure 14 reveals that more than half (56%) of these Republican primary voters said that a Trump endorsement would make them more likely to vote for the endorsed candidate, seven times more than the 8% who said a Trump endorsement would make them less likely to vote for the endorsed candidate. A little less than two-fifths (36%) of these likely Republican primary voters said that a Trump endorsement would have no impact on their vote decision in the 2026 Republican Texas U.S. Senate primary.

**Figure 14: Impact of a Trump Endorsement in the 2026 Republican Party Texas Attorney General Primary (%)**



## REGISTERED VOTER FAVORABLE & UNFAVORABLE EVALUATION OF 13 POLITICAL FIGURES

Table 16 provides the proportion of the registered voters surveyed who have a favorable and unfavorable opinion of the seven actual and potential U.S. Senate candidates (Allred, Cornyn, Crockett, Hunt, O'Rourke, Paxton, Talarico) as well as six other political figures: President Donald Trump, U.S. Senator Ted Cruz, Texas Governor Greg Abbott, Texas Lieutenant Governor Dan Patrick, Congressman Joaquín Castro, and former San Antonio mayor and HUD Secretary Julián Castro.

**Table 16: Favorable & Unfavorable Evaluations of Political Figures Among Registered Voters (%)**

Type of Political Figure	Political Figure	Favorable	Unfavorable	Don't Know
Potential U.S. Senate Candidates	Colin Allred	46	35	19
	Beto O'Rourke	46	42	12
	Jasmine Crockett	39	32	29
	John Cornyn	37	42	21
	Ken Paxton	35	48	17
	James Talarico	32	17	51
	Wesley Hunt	30	22	48
Other Political Figures	Greg Abbott	45	49	6
	Donald Trump	45	52	3
	Ted Cruz	43	52	5
	Dan Patrick	32	41	27
	Julián Castro	25	25	50
	Joaquín Castro	25	26	49

Among the seven actual and potential U.S. Senate candidates, Allred (46%) and O'Rourke (46%) have the highest proportion of registered voters with a favorable opinion of them, while Paxton (48%) and Cornyn (42%) and O'Rourke (42%) have the highest proportion of registered voters with an unfavorable opinion of them. The two actual or potential U.S. Senate candidates who are the least well known to these registered voters are Talarico (51%) and Hunt (49%), while the two actual or potential candidates who are the best known among these registered voters are O'Rourke and Paxton, with 12% and 17% of these registered voters, respectively, not knowing enough about them to have an opinion.

Among the other six political figures, Abbott (45%) and Trump (45%) have the highest proportion of registered voters with a favorable opinion of them, while Trump (52%) and Cruz (52%) have the highest proportion of registered voters with an unfavorable opinion of them. Approximately half of these registered voters don't know enough about Julián Castro (50%) and Joaquín Castro (49%) to have an opinion of them, compared to 3% and 5% who don't know enough about Trump and Cruz, respectively, to have an opinion about them.

In regard to net-favorability (proportion favorable minus proportion unfavorable), among these 13 political figures, the three with the highest net-favorability rating are Talarico (15%), Allred (11%), and Hunt (8%). The three political figures with the lowest net-favorability ratings are Paxton (-13%), Cruz (-9%), and Patrick (-9%).

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