



CONFIDENTIAL MEMO

To: Conservative Policy Project
From: Chris Wilson, Stratus Intelligence
Re: TX Senate Polling — Primary and General Matchups
Date: June 13, 2025

Methodology

This memo is based on two surveys conducted by Stratus Intelligence on behalf of Conservative Policy Project. The primary election survey was conducted among n=600 likely Republican primary voters in Texas from June 6–8, 2025. The general election survey was conducted among n=800 likely general election voters in Texas during the same time period. Both surveys used a blended methodology of live landline, SMS-to-web, and online panel interviews, and were stratified to reflect the demographics and turnout patterns of the 2026 electorate. The margin of error is $\pm 4.0\%$ for the primary sample and $\pm 3.5\%$ for the general sample.

All results are weighted for age, gender, ethnicity, region, and party engagement. Full crosstabs and questionnaire instruments are available upon request.

Summary:

The Texas Senate race is at a dangerous inflection point. Despite Ken Paxton's commanding 16-point lead over John Cornyn in the GOP primary, his presence on the general election ballot dramatically weakens Republican chances of holding the seat. The data is clear that not even a Trump endorsement can rescue Cornyn in the primary—and worse, it does nothing to salvage Paxton in the general. If the goal is to maintain a GOP Senate majority and maximize Trump's down-ballot coattails in Texas, Paxton's nomination is a strategic liability.

Key Findings:

1. Paxton is Dominating the Primary—But It's a Trap

- In a head-to-head GOP primary, **Paxton leads Cornyn by 16 points** (49%–33%) .
- Even **with a Trump endorsement**, Cornyn gains just one point—falling to a **12-point deficit** (46% Paxton – 34% Cornyn) .
- Paxton's grip on the GOP base is strong in a head-to-head against Cornyn—but the general electorate is not buying it.

2. Paxton Turns a Safe GOP Seat into a Toss-Up

- **Paxton trails a generic Democrat by three points** (39%–42%) in the general election .
- This is not a fluke. Paxton loses to the Democrat **among Independents by double digits** and shows higher defections among Republican-leaning voters than Cornyn .
- He underperforms with suburban voters, college-educated men, and even among older Republicans—key base and swing segments for a general.

3. Cornyn Holds the Line in the General

- **Cornyn leads a generic Democrat by seven points (42%–35%)**.
- He performs **ten points better than Paxton** in a general election matchup and retains more crossover and Independent support.
- Cornyn's general election profile looks like a typical Texas statewide GOP candidate—Paxton's does not.

Strategic Implications:

- **Same Old Song, Same Bad Ending**

If Paxton wins the primary, the GOP is on a path to hand Democrats their best Senate opportunity in a generation. Texas has been their “white whale” for 20 years. A Paxton candidacy realistically brings it within reach. Think **Roy Moore, Alabama, 2017**.

- **Trump Can't Save Cornyn—or Paxton**

The Trump endorsement is not a game-changer for John Cornyn in the primary, and does nothing to improve Paxton's perilous general election possibilities.

- **The Stakes: Senate Control and Down-Ballot Fallout**

Texas should be an easy win and a source of momentum. A Paxton-led ticket introduces **needless risk, frees up Democrat resources, and dampens turnout among Independents and suburban Republicans**—all while draining cash from other key races to defend a seat the GOP should already have locked up.