

TO: INTERESTED PARTIES
FROM: CONOR MAGUIRE, PULSE DECISION SCIENCE
SUBJECT: TEXAS SENATE PRIMARY
DATE: JUNE 24, 2025

Recently released polling conducted by Pulse Decision Science from June 17 - 22 2025 demonstrates Attorney General Ken Paxton continued strong lead in the upcoming Texas Republican Primary for U.S. Senate, regardless of who is in the race.

2026 TEXAS REPUBLICAN SENATE PRIMARY

Paxton remains ahead of Cornyn 57%-38%, on the higher end of the relatively-consistent public polling. Paxton dominates among Trump Republicans 70%-26%, while Cornyn holds a more modest 55%-40% lead among Reagan Republicans. Paxton does mildly better among younger and non-college men, while Cornyn is competitive among older and more educated women.

	Total	Ideology			Tribe		Gender * Education				Gender * Age			
		Very Con	Smwt Con	Mob /Lib	Trump GOP	Reagan GOP	Male <Col	Male Col+	Female <Col	Female Col+	Male 18-54	Male 55+	Female 18-54	Female 55+
Paxton	57	65	59	31	70	40	62	57	57	49	65	57	61	50
Cornyn	38	31	37	60	26	55	34	39	36	45	31	39	32	43
Undecided	5	4	4	10	4	6	4	4	7	6	4	4	7	7

Adding Wesley Hunt to the mix barely cuts into Paxton's margin, reducing his lead from 19 points to 17. Hunt pulls slightly more from moderates and Reagan Republicans, likely including some of the more marginal Paxton voters as well.

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		Very Con	Smwt Con	Mob /Lib	Trump GOP	Reagan GOP	Male <Col	Male Col+	Female <Col	Female Col+	Male 18-54	Male 55+	Female 18-54	Female 55+
Paxton	49	59	48	23	61	34	51	48	51	44	49	51	54	45
Cornyn	32	26	34	46	22	45	31	33	30	34	24	36	21	36
Hunt	13	10	11	20	11	14	11	13	11	16	19	9	16	12
Undecided	7	5	7	11	6	6	7	5	8	6	9	4	9	7

While both Paxton and Cornyn has have near-universal name ID, Hunt's name ID is only 40% with less than a third of voters having an opinion of him (30%). Hunt's low name ID and Cornyn's unfavorables being quite stable by demographic, it may be hard for either candidate to take significant vote share from Paxton. Furthermore, Cornyn's favorables massively lag among younger voters, with only 39% of younger men and women viewing Cornyn favorably compared 60% and 59% among older men and women.

	Paxton	Cornyn	Hunt
Favorable	70%	53%	27%
Unfavorable	18%	30%	3%
Soft Name ID	94%	89%	40%
Hard Name ID	89%	84%	30%
Net Fav	52%	23%	24%

Paxton, on the other hand, has a strong ideological and demographic valence, with huge support among the very conservative (82-9), somewhat conservative (72-17), and Trump GOP (81-9), with lukewarm (55-33) to negative (37-47) image among Moderates and Liberals and Reagan GOPers, respectively. Similarly, he is very well liked among men of all varieties (though a bit less among college men), and stronger among the older than the younger.

METHODOLOGY

Pulse Decision Science conducted a study of likely Republican Primary voters in Texas.

PDS selected a random sample of likely Republican Primary Voters from the State voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on age, party, ethnicity, gender, educational attainment, media market.

Respondents were contacted by phone via a live telephone operator interview from June 17-22, 2025. The study has a sample size of n=806 likely republican primary voters with a margin of error of $\pm 3.5\%$ in 95 out of 100 cases.

ABOUT PULSE DECISION SCIENCE

Pulse Decision Science is a leading provider of survey research, predictive analytics and application-based data management technology.

Nationally, Pulse Decision Science has been the data team behind the RNC voter scores program, the Club for Growth, and a major part of the CLF data operation, as well as the 2016 Cruz for President effort. We've provided polling and data for numerous Governors and Senators, including Glenn Youngkin, Kristi Noem, Doug Burgum, Pete Ricketts, Kevin Cramer, Greg Abbott, John Boozman Kevin Stitt, Mike Lee, Jim Pillen, Sarah Huckabee Sanders, Ted Cruz, and Jeff Landry. We also have a large practice in corporate and public affairs work, from providing data strategy for the Las Vegas Raiders relocation to serving as the top Republican polling firm in the education space.

Pulse Decision Science has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) and Campaigns & Elections Magazine have awarded PDS with 44 industry awards since 2019 alone.

Among our Pollies are eight Best Use of Analytics and a Best in Show Pollie.

We have also been honored with Pollie and Reed Awards for the Best Use of Data Analytics/Machine Learning, Innovation In Survey Research, Best Use of Social Science, Best Fundraising Technology, Best Use of Peer-To-Peer Texting, Best Use of Targeting for Mail, Best Use of New Digital Technology, Best Fundraising Technology, Best Use of Data Analytics/Machine Learning in Field, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solution.

The cornerstone of Pulse Decision Science is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry. Matt Knee, Chief Data Officer, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.