



To: Interested Parties
From: Senate Leadership Fund
Subject: The U.S. Senate Primary in Texas is John Cornyn's for the Taking
Date: September 24, 2025

Ragnar Research performed a statewide survey in Texas of N=760 likely Republican primary voters, conducted September 20-22, 2025, with a margin of error of +/- 3.6%.

- **The U.S. Senate primary in Texas is a dead heat, with Senator John Cornyn continuing to gain momentum on the primary ballot.** Cornyn, who was once trailing by an average of 17 points at the start of July, is now locked in a tied race with Ken Paxton.

Primary Two-Way Ballot	
Cornyn	39%
Paxton	39%
Undecided	21%

Previous polling conducted by Ragnar Research on behalf of One Nation in August had found Cornyn trailing Ken Paxton by 8 points. Since then, the ballot has shifted by nearly double-digits and reflects findings from other publicly released surveys.

- **Cornyn's improved ballot position from August to September comes from positive movement across several key groups.** On the head-to-head ballot, Cornyn has made inroads especially among:
 - Senior Men: +15
 - Seniors: +10
 - Seen, Read, Heard Something Recently About Cornyn: +10
 - Favorable to President Trump: +6
- **If Wesley Hunt decides to enter the U.S. Senate race, Cornyn maintains a leading position.** In a hypothetical three-way ballot with Ken Paxton and Wesley Hunt, John Cornyn defeats both candidates.

Primary Three-Way Ballot	
Cornyn	32%
Paxton	31%
Hunt	17%
Undecided	19%

- One Nation, SLF'S aligned non-profit social welfare organization dedicated to advancing conservative policies across the country, spent \$4.3 million between the August and September surveys to educate voters on John Cornyn's policy record. **This spending only included one full message in two of Texas' many media markets – Dallas and Houston. This directly correlates to where Cornyn saw the most improvement.**
 - In Dallas, Cornyn saw a ballot improvement of 7 points.
 - In Houston, Cornyn saw a ballot improvement of 17 points.



- **Senator Cornyn continues to trail among the hardest-to-reach demographics.** With increased investment, allied groups will be able to go beyond just broadcast television to meet Texans across the state. Key groups that need to be targeted include:
 - Non-TV Watchers: Cornyn -23
 - Ages 18-44: Cornyn -15
 - Seen, Read, Heard Nothing Recently About Cornyn: Cornyn -10
 - Heavy Streamers: Cornyn -7
 - Non-Dallas/Houston Regions: Cornyn -3

With investments from both One Nation, on non-electoral advocacy, and allies of Senator John Cornyn, the dynamics of the Texas U.S. Senate primary race have fundamentally shifted. What started as a double-digit deficit in the spring between Senator John Cornyn and Texas Attorney General Ken Paxton has shifted to a tied race by the end of September.

Senator John Cornyn clearly holds the momentum – on both the two-way ballot and the three-way ballot.

As data suggested from the beginning, a disciplined message strategy highlighting Senator Cornyn's conservative credentials has proven highly effective with Texas Republican primary voters. In markets where allies of Senator Cornyn have invested, there has been clear positive movement among demographics key to securing the Republican nomination. However, that same movement must be applied to additional groups of voters – underscoring the importance of continued investment in this effort.

The takeaway is straightforward: continued investment in Senator Cornyn through the fall will help sustain momentum, propel Cornyn to victory, and save the Republican Party vast resources in Texas next November.
