



TO: Interested Parties
FROM: Erik Iverson, President, Peak Insights
RE: The Texas GOP Senate Primary is a Two-man Race

The three-way Texas GOP Senate Primary continues to be a two-man race between John Cornyn and Ken Paxton, with Congressman Wesley Hunt remaining a distant third.

A recent statewide survey of likely 2026 Texas Republican Primary voters (N=600 live calls), conducted for Texans for a Conservative Majority (TCM), finds John Cornyn leading Ken Paxton and Wesley Hunt on the ballot. The survey, which also included an oversample of the Houston media market (to reach N=400 live calls), revealed three key takeaways from the data.

1. Cornyn now leads the three-way ballot, having gained net +4% over Paxton in the past month.

Cornyn continues to see positive movement, while Paxton and Hunt have dipped since early October. Cornyn leads in the Dallas, San Antonio, and smaller media markets, while Paxton leads in the Houston media market. Cornyn and Paxton are tied in the Austin market. Hunt trails in third place in all media markets, including his home market of Houston.

| Three-way ballot | Oct. | Nov. |
|--------------------------------|------|------|
| Cornyn | 34% | 35% |
| Paxton | 36% | 33% |
| Hunt | 19% | 18% |
| Don't know/someone else | 11% | 14% |

2. Cornyn's net image rating remains strong, while Paxton's image is in rapid decline.

Despite facing nearly \$4 million dollars in negative attack ads, John Cornyn's image rating continues to hold relatively stable. At the same time, Ken Paxton has seen significant image erosion and Wesley Hunt's net favorables have dropped -6% since TCM began educating voters about their records through paid advertising.

Today, Cornyn's image among Conservatives is 58% fav/30% unfav and among those with a "very" favorable opinion of Trump, his image is similar, at 58% fav/32% unfav.

| Cornyn Image | Oct. | Nov. |
|--------------------|------|------|
| Favorable | 61% | 57% |
| Unfavorable | 27% | 31% |
| No opinion | 6% | 7% |
| Not aware | 6% | 4% |

| Paxton Image | Oct. | Nov. |
|--------------|------|------|
| Favorable | 71% | 59% |
| Unfavorable | 21% | 28% |
| No opinion | 7% | 8% |
| Not aware | 4% | 5% |

| Hunt Image | Oct. | Nov. |
|-------------|------|------|
| Favorable | 35% | 34% |
| Unfavorable | 3% | 8% |
| No opinion | 23% | 22% |
| Not aware | 39% | 36% |

3. Wesley Hunt's image and vote share have both eroded in the Houston media market over the past month.

Over the past month, Wesley Hunt's SuperPAC has dumped over \$1.3 million in negative advertising hitting Cornyn in the Houston media market, yet Hunt has seen his ballot share drop substantially during this time period, due to TCM's spending. At the same time, Cornyn has actually improved on the ballot. Even more alarming for Hunt, his image has dropped a net -25% in the last month, moving from 67/3% to 51/12% in his home market.

Notably, Hunt has been forced to play defense in the Houston market as he's now having to spend on television advertising there.

| Three-way ballot Houston media market, N=400 | | |
|---|------|------|
| | Oct. | Nov. |
| Cornyn | 24% | 26% |
| Paxton | 28% | 37% |
| Hunt | 33% | 24% |
| Don't know/someone else | 14% | 13% |

In sum, John Cornyn has moved into first place on the ballot, and the Texas GOP Senate Primary remains a two-man race between Cornyn and Ken Paxton. Despite dumping millions into the race, Congressman Wesley Hunt has little to show for it, dropping to just 18% on the statewide ballot. With no momentum or rationale for his candidacy, Hunt is on track for an embarrassing loss in March.

Methodology

The survey, conducted by Peak Insights for Texans for a Conservative Majority, was fielded November 20-25, 2025. N=600 (MoE +/-4%) live interviews among a representative sample of 2026 GOP primary election voters in Texas, plus an oversample among Houston DMA GOP primary election voters, to reach N=400 (MoE +/-5%).