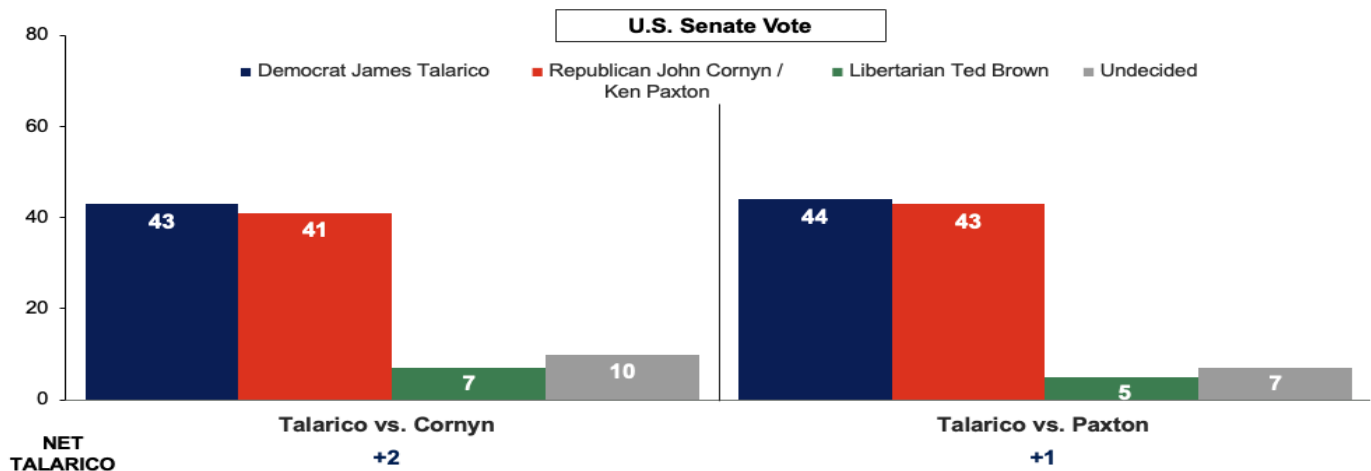


March 19, 2026

To: Interested Parties
 Fr: Impact Research
 Re: **New Poll Shows Talarico Leading Both Cornyn and Paxton**

A new poll of likely 2026 voters in Texas shows James Talarico leading both John Cornyn and Ken Paxton in the race for U.S. Senate. Below are some key findings from the poll:

- **Talarico is leading both Cornyn and Paxton.** Cornyn trails Talarico by 2 points (43% Talarico / 41% Cornyn) and Paxton trails him by 1 (44% Talarico / 43% Paxton).



- **Cornyn and Paxton are both deeply unpopular.** Paxton is viewed unfavorably by an 18-point margin (37% favorable / 55% unfavorable) and Cornyn is even more disliked, with voters rating him negatively by 33 points (27% favorable / 60% unfavorable). This makes both candidates significantly more disliked than Ted Cruz, whose favorability is only 5 points underwater in this poll (47% favorable / 52% unfavorable). Both Paxton and Cornyn are even more unpopular among Independents, as these voters rate Paxton negatively by 32 points (31% favorable / 63% unfavorable) and Cornyn negatively by 42 (23% favorable / 65% unfavorable). Such low ratings among this critical voting bloc will make it very difficult for Paxton or Cornyn to win over the swing voters they need to prevail in November.
- **Likely Republican primary voters strongly prefer Paxton over Cornyn.** Those likely to vote in May’s GOP primary runoff favor Ken Paxton over John Cornyn by a 16-point margin (53% Paxton / 37% Cornyn). Paxton is also much more popular among these voters than Cornyn. While they view Paxton favorably by a 33-point margin (64% favorable / 31% unfavorable), Cornyn is underwater with them by 2 points (45% favorable / 47% unfavorable).

This memo is based on a phone poll of n=900 likely 2026 general voters in Texas. The poll was conducted March 12-17, 2026 and has a margin of error of +/- 3.3%. 86% of interviews were conducted via cell phone and interviews were conducted in both English and Spanish.