HITstrategies

To: Interested Parties
From: Terrance Woodbury, President & Founding Partner
Date: January 20, 2026
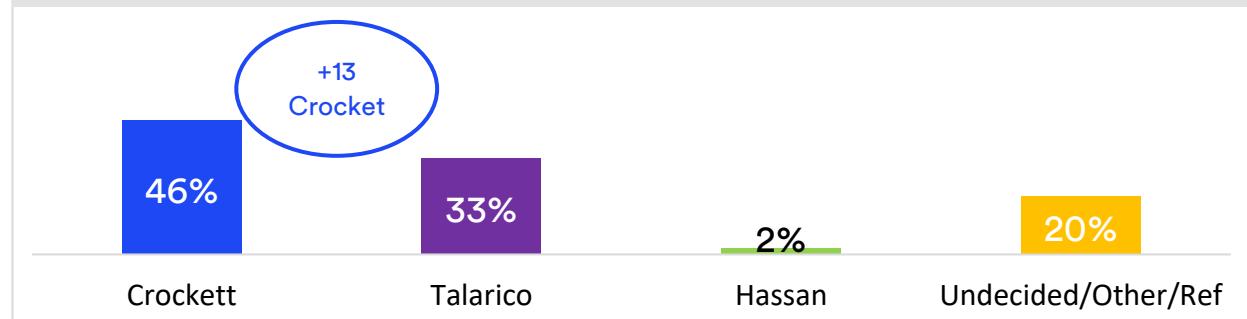**Re:** Rep. Jasmine Crockett Decisively Leads the Democratic Primary

Representative Jasmine Crockett retains a decisive lead among Texas' likely Democratic primary voters, outpacing Representative James Talarico by 13-points. She holds a commanding lead among key Democratic constituencies, generates significant enthusiasm among voters that a Democratic nominee will need in November, and is seen as the most electable choice by likely Democratic primary voters.

- **Takeaway #1 – Congresswoman Crockett remains the Democratic primary leader:** Congresswoman Crockett continues to hold a decisive lead in the Democratic primary, leading Talarico by 13-points. Crockett is outperforming Talarico across nearly every voting bloc including with strong support among Black voters (80% Crockett, 10% Talarico), 4/4 Democratic primary voters (49% Crockett, 39% Talarico), and self-identified Democrats (48% Crockett, 35% Talarico). This poll confirms that Jasmine Crockett is likely the best candidate to reassemble the Democratic coalition that has eroded in Texas over several election cycles.
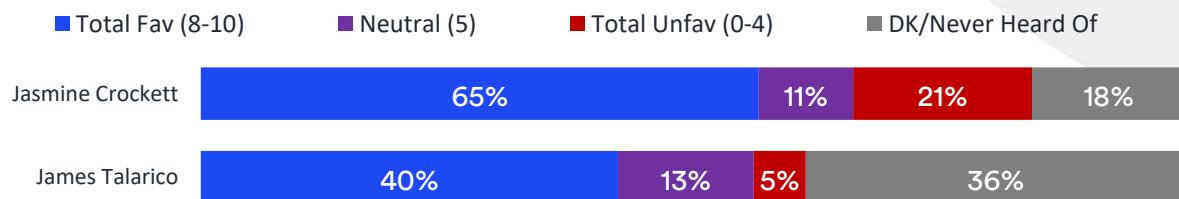
If the Democratic Primary for U.S. Senate were held today, for whom would you vote? [If Undecided] But if you had to choose, for whom would you vote?
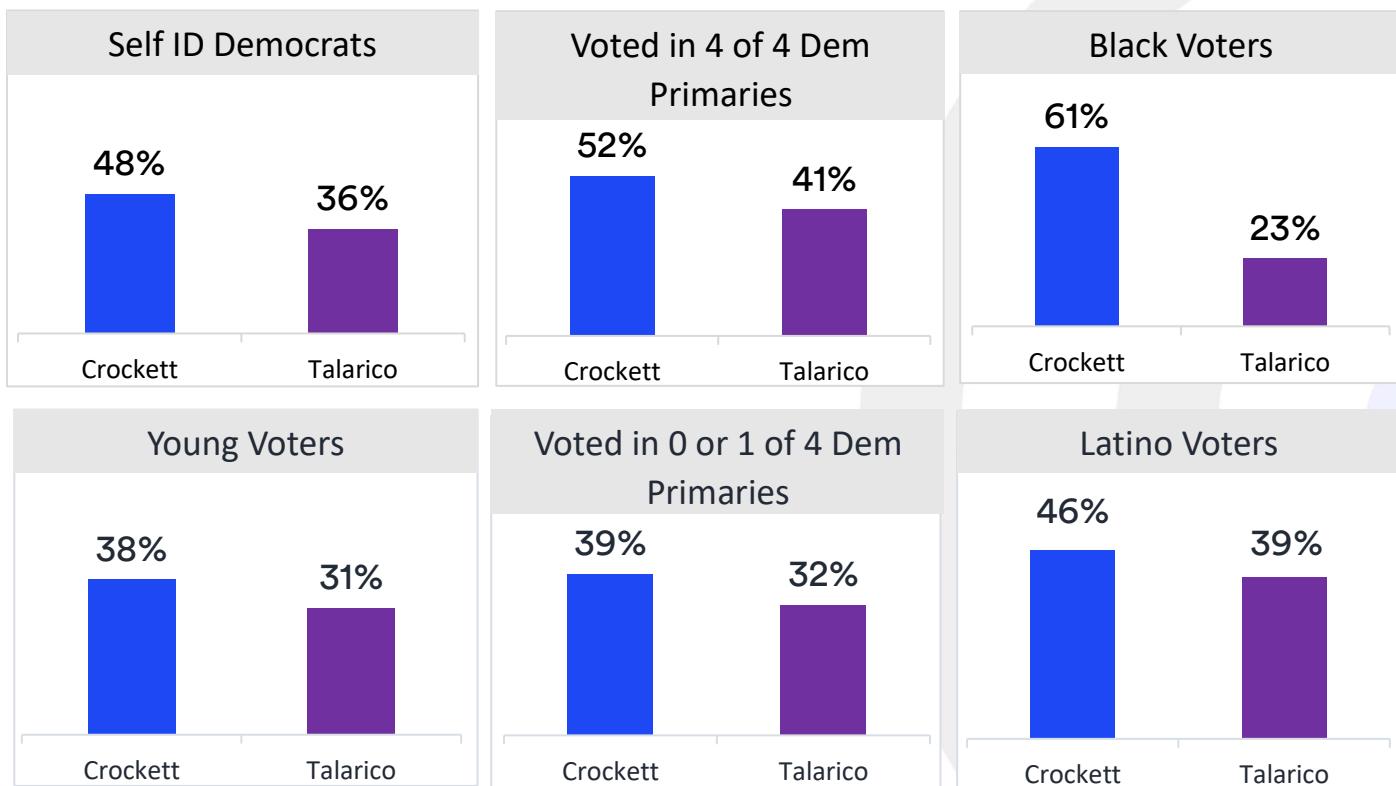[Includes Leaners]

+13 Crocket

Crockett	Talarico	Hassan	Undecided/Other/Ref
46%	33%	2%	20%

Congresswoman Crockett approaches 50% in the initial horserace, leaving room for her to improve her standing once she engages in paid media and strategic communications with voters. Congresswoman Crockett benefits from very strong name ID (82%) and favorability ratings (65% favorable, 7% unfavorable, +58 favorable) among likely Democratic primary voters.

	Total Fav (8-10)	Neutral (5)	Total Unfav (0-4)	DK/Never Heard Of
Jasmine Crockett	65%	11%	21%	18%
James Talarico	40%	13%	5%	36%

- **Takeaway #2 – Congresswoman Crockett continues to generate the most voter enthusiasm of Democratic candidates for Senate.** We asked likely Democratic voters whether Crockett and Talarico's candidacies would make voters more likely to vote in the general, less likely to vote, or whether it would make no difference at all. These questions were asked prior to messaging. Among likely Democratic primary voters overall, 43% are more likely to cast a vote if she were the nominee. Among key Democratic constituencies, Congresswoman Crockett generated higher or similar levels of enthusiasm, with strong pluralities or majorities more likely to vote if she were the nominee.

If [CROCKETT or TALARICO] were the Democratic nominee for U.S. Senate, would that make you more likely to vote, less likely to vote, or would that make no difference to you?

Total More Likely ONLY

Self ID Democrats

48%	36%
Crockett	Talarico

Voted in 4 of 4 Dem Primaries

52%	41%
Crockett	Talarico

Black Voters

61%	23%
Crockett	Talarico

Young Voters

38%	31%
Crockett	Talarico

Voted in 0 or 1 of 4 Dem Primaries

39%	32%
Crockett	Talarico

Latino Voters

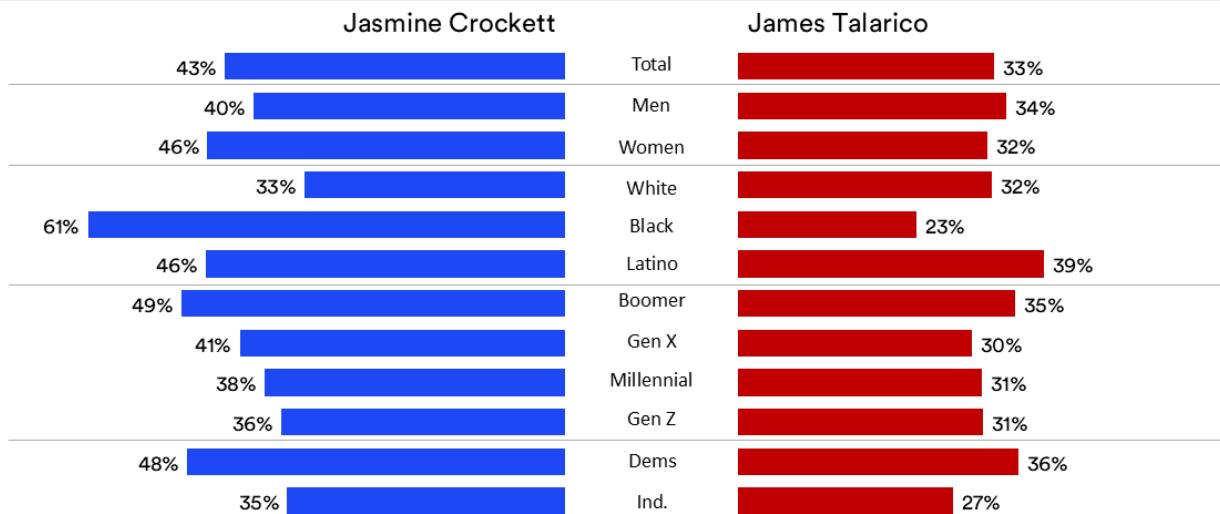|	
46%	39%
Crockett	Talarico

- **Takeaway #3 – Democratic Primary voters believe Congresswoman Crockett is more likely to defeat a Republican than Talarico.** Likely Democratic primary voters believe that Congresswoman Crockett is the Democratic nominee most likely to defeat a Republican candidate in November. Among all Democratic primary voters, 57% of respondents believe she is very/somewhat likely to defeat the Republican nominee in November, compared with 54% who believe the same about Talarico. The gap is even starker among key Democratic constituencies that the Party must turn out in November. Contrary to recent media narratives, Democratic voters themselves believe that the Congresswoman is the most electable Democratic nominee for U.S. Senate. She has the advantage over Talarico in every major Democratic constituency.

◎ **Democratic Primary voters generally feel that Crockett is more likely to beat a Republican for Senate than Talarico**

19. Regardless of who you plan to vote for, would you say it is very likely, somewhat likely, somewhat unlikely, or very unlikely that [Jasmine Crockett/James Talarico] will beat the Republican nominee for U.S. Senate?
Total Very/Somewhat Likely ONLY

Jasmine Crockett		James Talarico
43%	Total	33%
40%	Men	34%
46%	Women	32%
33%	White	32%
61%	Black	23%
46%	Latino	39%
49%	Boomer	35%
41%	Gen X	30%
38%	Millennial	31%
36%	Gen Z	31%
48%	Dems	36%
35%	Ind.	27%

CROCKETT
TEXAS TOUGH

This data directly undermines Talarico's electability argument - Democratic voters do not believe that he is more electable.

- **Takeaway #4 – Democratic coalition continued to erode in 2024 and must be reassembled in 2026.** Consistent with nationwide results, key Democratic constituencies deserted the Texas Democratic Party in 2024. Relative to former Congressman Beto O'Rourke's 2018 performance, former Congressman Colin Allred lost 5 points of support among Black men, 17 points of support among Latinos, and 18 points of support from voters aged 18-29. Key Democratic constituencies either stayed home or voted Republican for the first time in several cycles. The Texas Democratic Party needs a nominee who excites Democratic constituents to reverse this trend.

◎ Jasmine Crockett is the best candidate to #1 reassemble the Dem base and #2 expand the general electorate
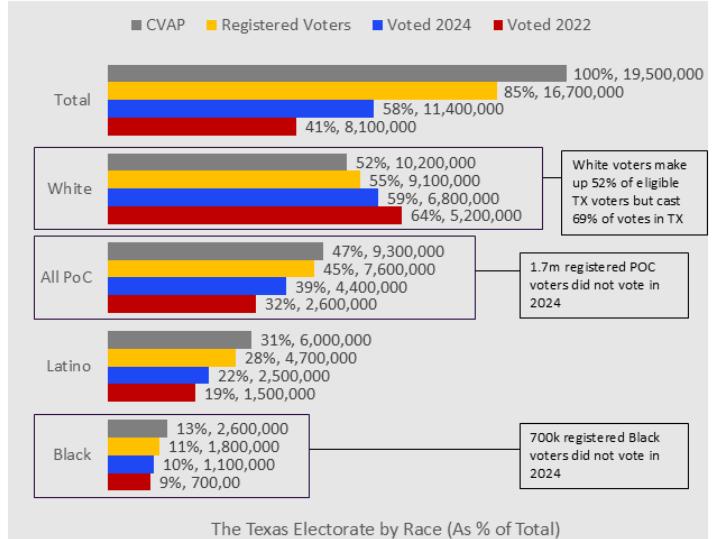
#1 Reassemble the Dem Base

Black voters, Latino voters, and young voters that have eroded from Dems the most are the voters that Jasmine Crockett's candidacy inspires the most.

Key Demographics	Harris 2024 Vote Percent	Allred 2024 Vote Percent	O'Rourke 2018 Vote Percent	Change in Senate Vote Percent
Men	35%	38%	43%	-5
Women	49%	50%	54%	-4
White	33%	36%	34%	+2
Black	86%	84%	89%	-5
Latino	45%	47%	64%	-17
Black Men	77%	78%	83%	-5
Age 18-29	50%	53%	71%	-18
Age 30-44	44%	46%	51%	-5
Age 45+	40%	42%	42%	+0

Source: CNN 2024 Presidential Exit Polling in Texas, 2024 US Senate Exit Polling in Texas, 2018 Exit Polling in Texas.

#2 Expand the Electorate

■ CVAP ■ Registered Voters ■ Voted 2024 ■ Voted 2022

Total
- 100%, 19,500,000
- 85%, 16,700,000
- 58%, 11,400,000
- 41%, 8,100,000

White
- 52%, 10,200,000
- 55%, 9,100,000
- 59%, 6,800,000
- 64%, 5,200,000

White voters make up 52% of eligible TX voters but cast 69% of votes in TX

All PoC
- 47%, 9,300,000
- 45%, 7,600,000
- 39%, 4,400,000
- 32%, 2,600,000

1.7m registered POC voters did not vote in 2024

Latino
- 31%, 6,000,000
- 28%, 4,700,000
- 22%, 2,500,000
- 19%, 1,500,000

Black
- 13%, 2,600,000
- 11%, 1,800,000
- 10%, 1,100,000
- 9%, 700,00

700k registered Black voters did not vote in 2024

The Texas Electorate by Race (As % of Total)

CROCKETT
TEXAS TOUGH

Who can best appeal to Texas swing voters depends on who you define as swing voters.

◎**HIT**strategies

METHODOLOGY:

HIT Strategies data is from a poll commissioned by Congresswoman Jasmine Crockett to determine her current position among likely Democratic Primary voters. The survey was conducted January 6 – January 15, 2026.

The sample was drawn from the voter file with Primary and General vote history appended. Interviews were conducted by live callers to landlines and cellphones, as well as text-to-web, for a total of 1,005 interviews.

The sample was weighed according to parameters derived from the voter file and ACS data, including age, gender, race/ethnicity, education, vote history, modeled partisanship, and geography.

The overall margin of error for the full sample is +/- 3.21%.

HIT Strategies is available for further questions, comments, or clarifications. Please direct inquiries to media@hitstrat.com.