

# Jasmine Crockett:

## Democratic Primary Survey

Key findings among Texas likely Democratic primary voters  
January 2026

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# 1

## UNDERSTAND

Gauge how Texas Democratic voters view the upcoming 2026 primary election and key issues

# 2

## SEGMENT

Identify base, persuasion, and mobilization targets critical to winning the Democratic primary

# 3

## MESSAGE

Test narrative frames and messages that can inspire turnout, move persuadable voters, and define a compelling contrast with opponents

## Methodology

### Survey Universe

Total n=1005 Likely Democratic Primary voters (Voted 1+4 Dem Primaries: P24, P22, PR22, P20) OR Registered post-3/5/2024 AND VCI 80+

### Methodology

Mixed mode: Survey was conducted through a mixed-mode live calling (cellphones and landlines) and text-to-web online survey methodology. Respondents were sampled off of the voter file and weighted for demographic balance.

### Margin of Error

Total MoE is:  $\pm 3.21$

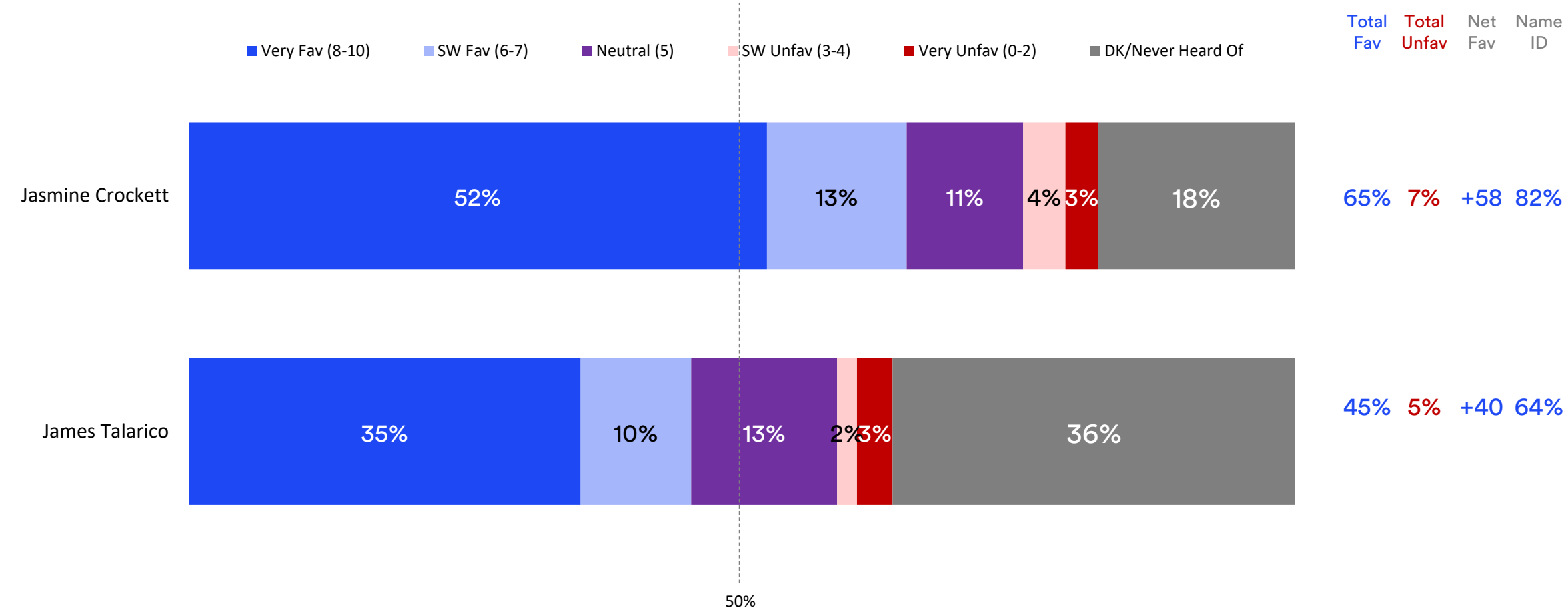
### Field Dates

January 6 – 15, 2026



# Crockett is the most popular Democrat in the state of Texas and viewed favorably across all key demographics. Talarico is unknown by more than a third of the electorate.

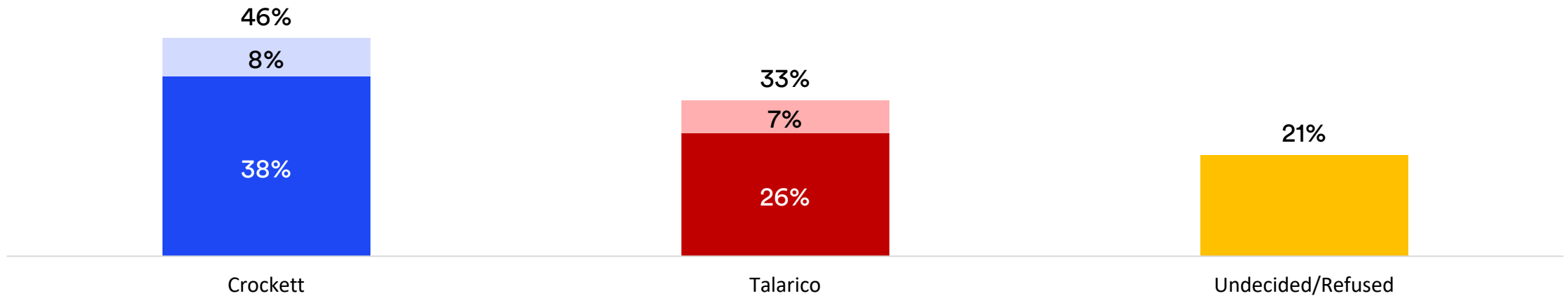
Now, we'd like you to rate how you feel about some people using a scale of '0' to '10' where '10' means that you feel VERY WARM and FAVORABLE towards them, "5" means that you feel neither warm or cold (neutral), and '0' means that you feel VERY COLD and UNFAVORABLE towards them. You may use any number from 0 to 10 depending on how you feel. If you don't know or you've never heard of the people/groups, tell us that as well.



## 🎯 Crockett decisively leads Talarico in the horserace and leads across ALL key demographics.

If the Democratic Primary for Senate were held today, for whom would you vote – Ahmad Hassan, Jasmine Crockett, James Talarico or are you undecided? [IF UNDECIDED] But if you had to choose, for whom would you vote?

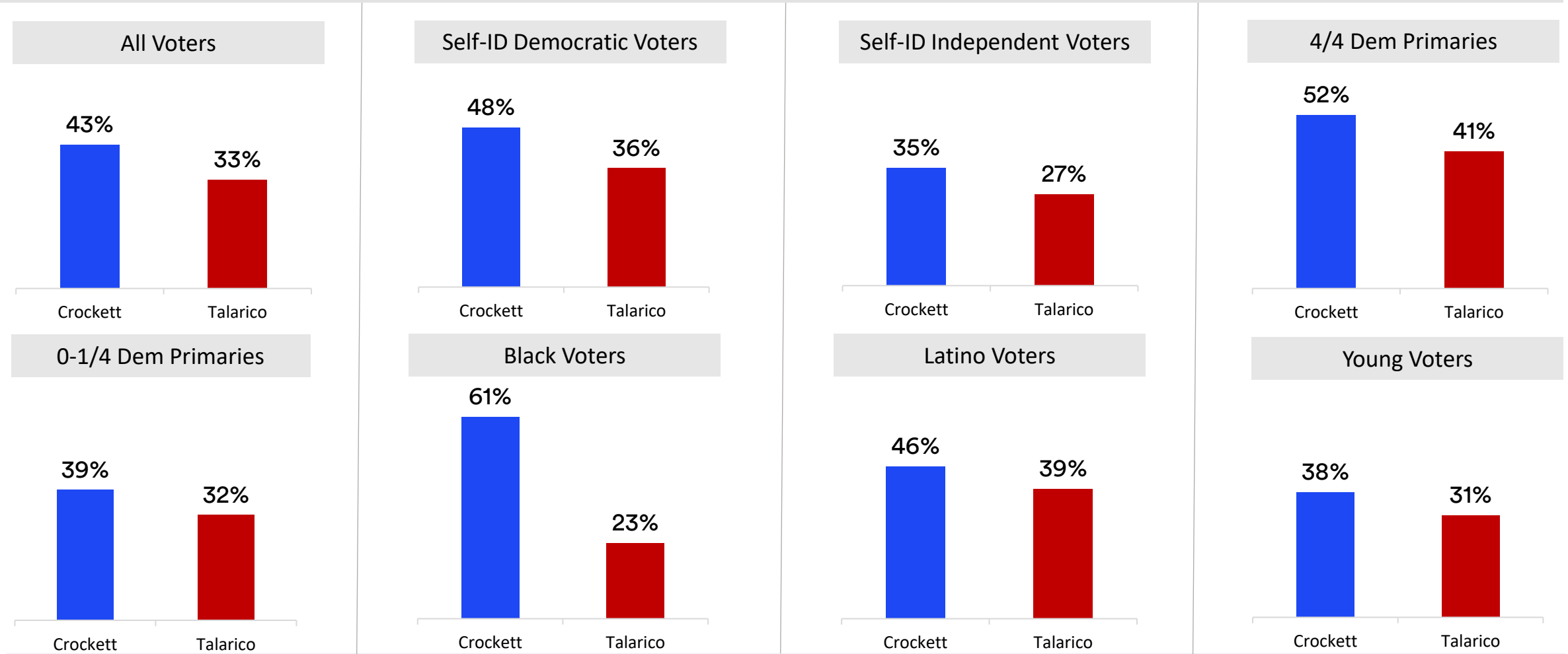
■ Crockett   ■ Crockett (lean)   ■ Talarico   ■ Talarico (lean)   ■ Undecided/Other/Ref



# Democratic voters are more likely to vote in the general election if Crockett is the nominee across all key demographics

5

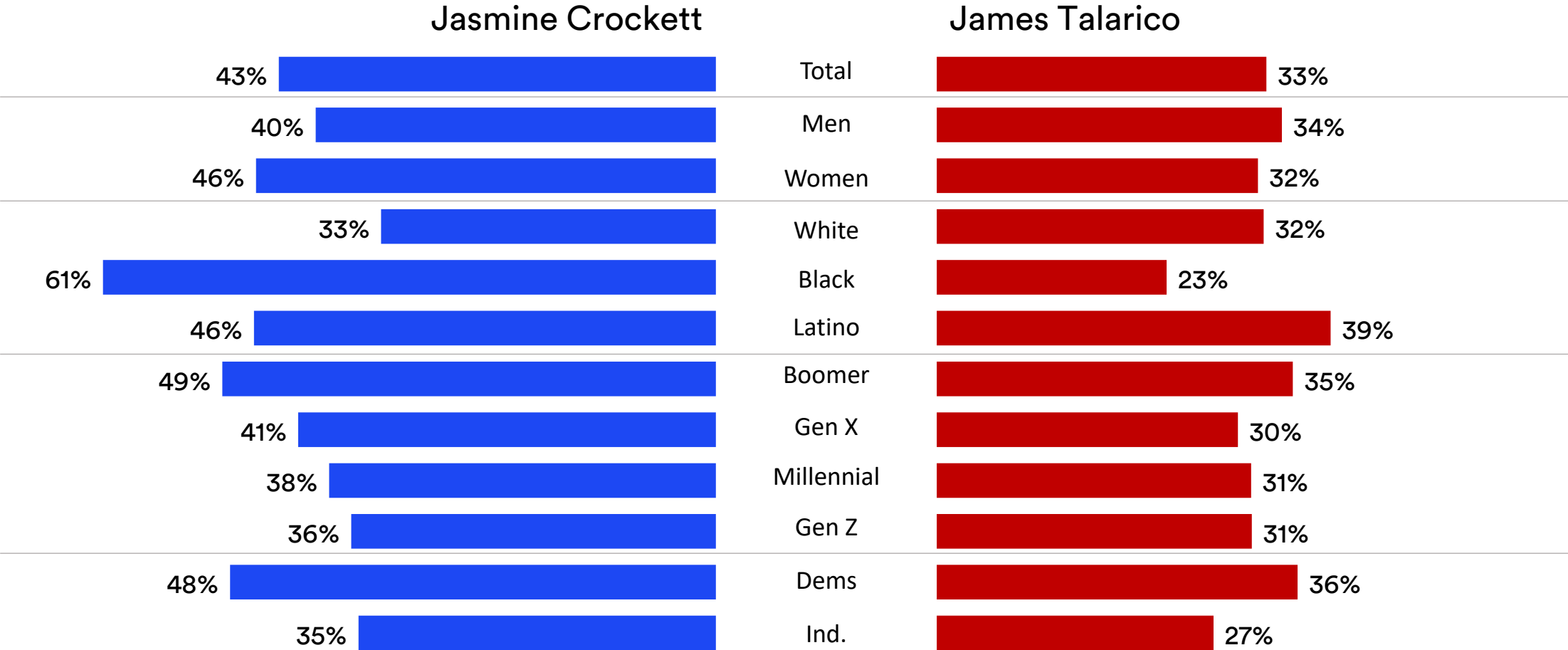
If [CROCKETT or TALARICO] were the Democratic nominee for U.S. Senate, would that make you more likely to vote, less likely to vote, or would that make no difference to you?  
Total More Likely ONLY





# Democratic voters feel that Crockett is more likely to beat a Republican for Senate across all key demographics

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 is the best candidate to #1 reassemble the Dem base and #2 expand the general electorate

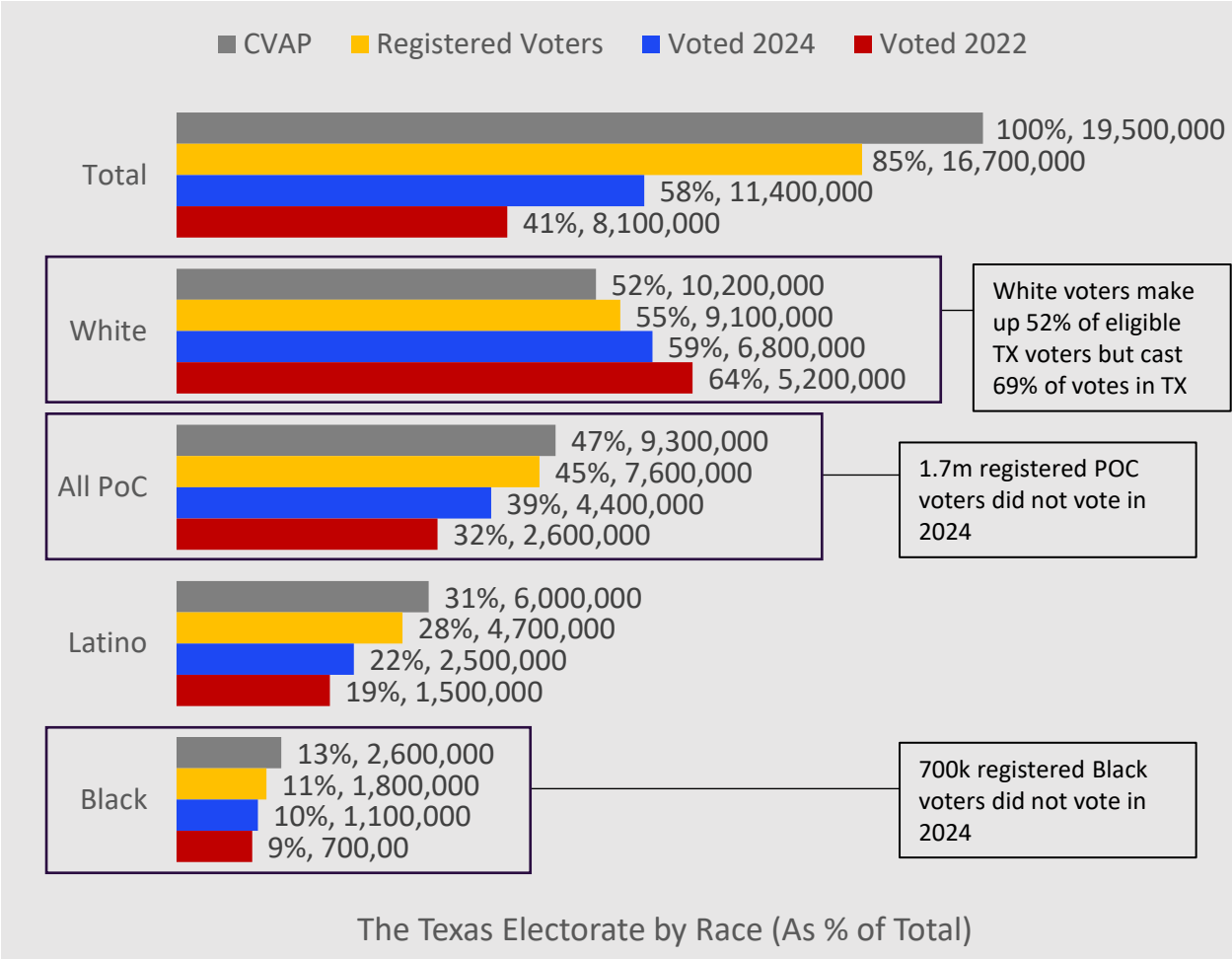
## #1 Reassemble the Dem Base

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







# Thank you

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