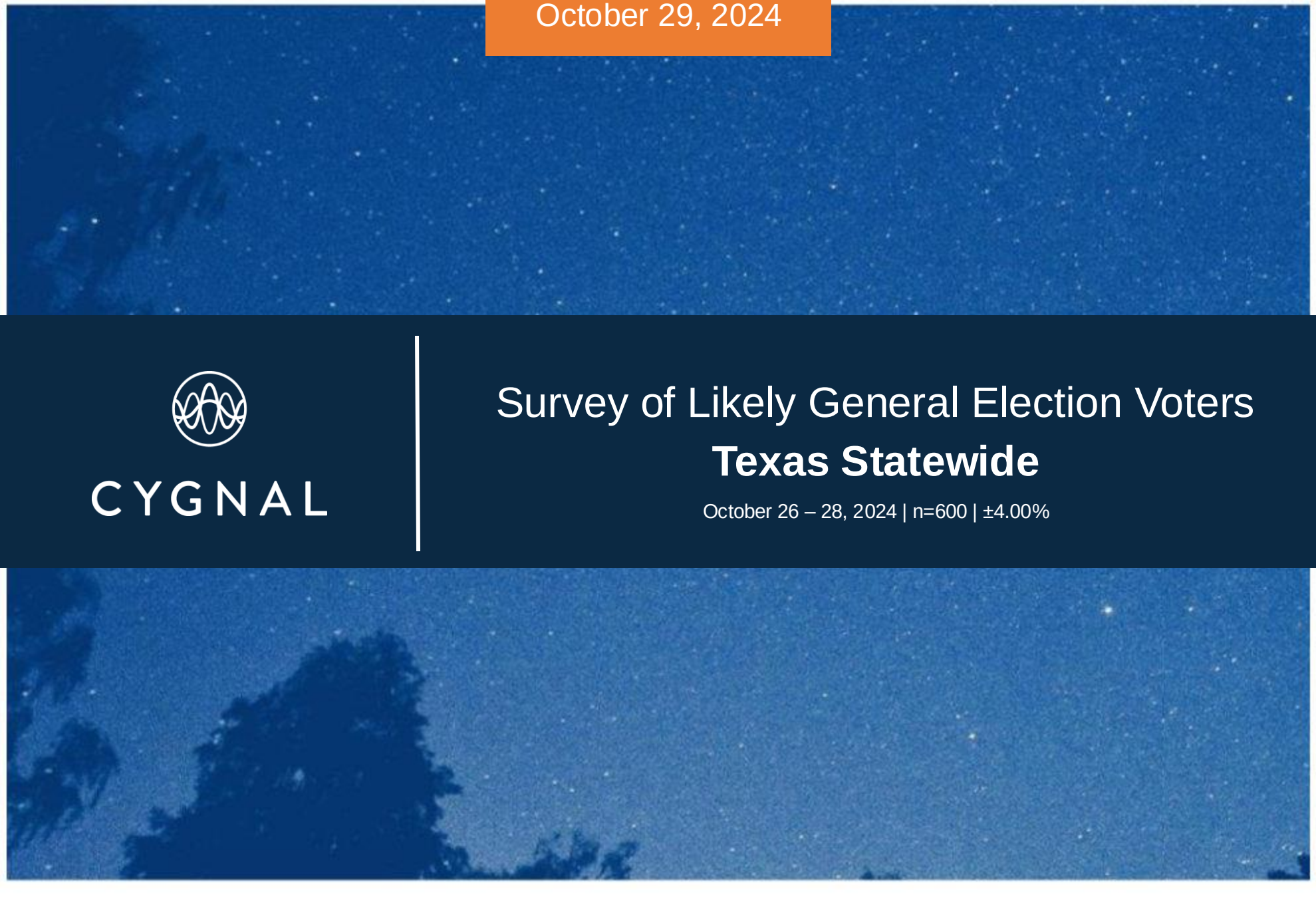
October 29, 2024



CYGNAL

Survey of Likely General Election Voters

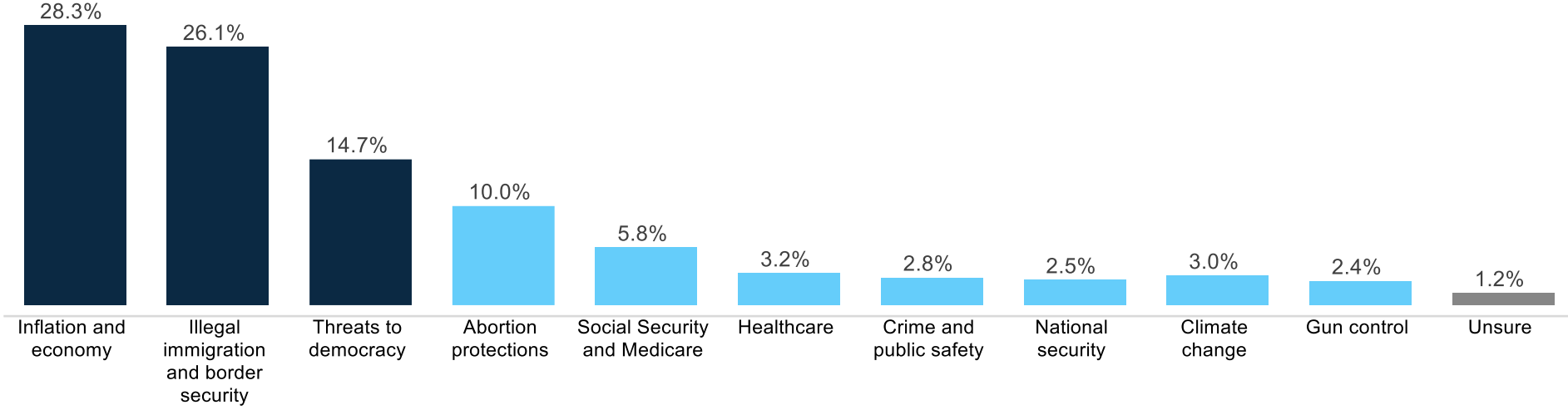
Texas Statewide

October 26 – 28, 2024 | n=600 | ±4.00%

Insights & Analysis

- The **presidential** race stands at 51% **Donald Trump**, 43% **Kamala Harris** with 4% of voters choosing a third-party candidate and only 2% saying they are undecided.
  - **Donald Trump** is performing near his **2016** share (52.5%) and his **2020** share (52.1%).
  - In contrast, **Kamala Harris** is running closer to **Clinton's** ballot share in **2016** (43.5%) than **Biden's** share in **2020** (46.5%).
  - **Trump** is now capturing nearly 2x more of the **Black vote** (20%) than in **2020** (9%).
  - Harris's net image is -11 (43% fav / 54% unfav), the weakest of any figure tested.
  - Despite their best efforts, it appears likely national Democrats' quadrennial **goal of flipping Texas blue** will have to wait another cycle.
- The **U.S. Senate** race stands at 49% **Ted Cruz**, 45% **Colin Allred**, 3% Libertarian Ted Brown and just 3% undecided. Cruz's four-point lead is **larger than his margin of victory** in 2018 when he defeated Beto O'Rourke by two points.
  - **Trump's image** is **more favorable** with **undecided and third-party U.S. Senate voters** (50%) than **Harris**' (30%), which can help improve down-ballot races.
- Environmentally, the generic congressional ballot is R+9.
- Governor Greg **Abbott's image** stands at 49% favorable, 48% unfavorable.
- Machine-learning **Segmentation Analysis** identified three key voter segments: *GOP Base* (48%), *Dem Base* (43%), and *Independents* (9%).
  - The ***Independents*** segment is more **male and younger** than both the ***GOP Base*** and ***Dem Base*.**
  - They don't have a favorable opinion of any political figure, but lean towards the GOP on the Generic Ballot (+10) and Trump on the presidential. *Independents* are the **most diverse** segment and look more like the *GOP Base* by income, marital status, and in their abortion stance.

Top Priority

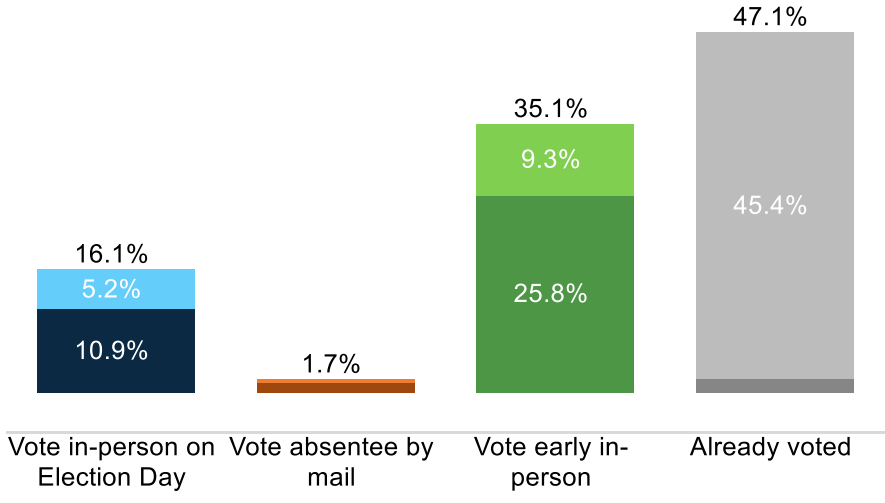


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	32%	21%	38%	16%	29%	28%	28%	28%	31%	28%	25%	28%	35%	32%	15%	27%	32%	30%	36%	27%	28%	29%	36%	18%	27%	30%	37%	31%	31%	24%
Illegal immigration and border security	19%	29%	26%	35%	23%	35%	27%	18%	26%	27%	26%	23%	48%	15%	3%	31%	20%	11%	16%	24%	28%	26%	46%	6%	27%	25%	26%	26%	24%	28%
Threats to democracy	12%	14%	16%	19%	25%	11%	10%	16%	12%	18%	13%	17%	5%	16%	28%	14%	15%	15%	13%	15%	15%	15%	4%	27%	17%	13%	13%	12%	12%	17%
Abortion protections	19%	9%	3%	5%	6%	3%	12%	18%	11%	8%	12%	10%	3%	8%	22%	10%	7%	14%	3%	5%	12%	10%	3%	18%	10%	10%	3%	12%	11%	10%
Social Security and Medicare	2%	15%	1%	8%	2%	6%	9%	5%	5%	6%	5%	10%	2%	6%	11%	6%	7%	8%	11%	5%	4%	6%	2%	10%	5%	6%	5%	2%	6%	8%
Healthcare	4%	2%	4%	2%	5%	1%	1%	6%	3%	3%	4%	2%	0%	6%	5%	2%	4%	6%	5%	4%	4%	3%	0%	5%	3%	3%	4%	6%	2%	2%
Crime and public safety	3%	2%	3%	3%	3%	3%	3%	2%	3%	2%	4%	0%	2%	4%	3%	2%	3%	9%	5%	7%	3%	3%	2%	3%	3%	2%	1%	3%	2%	3%
National security	2%	3%	1%	4%	1%	4%	2%	3%	4%	2%	1%	2%	4%	2%	1%	3%	3%	0%	2%	0%	2%	3%	3%	2%	2%	3%	3%	1%	4%	3%
Climate change	2%	3%	3%	5%	5%	3%	3%	1%	1%	2%	8%	3%	1%	4%	6%	2%	2%	6%	1%	9%	2%	3%	0%	7%	4%	2%	3%	3%	3%	3%
Gun control	4%	1%	2%	1%	1%	2%	3%	3%	3%	2%	2%	0%	1%	3%	4%	2%	4%	1%	4%	4%	3%	2%	1%	4%	2%	3%	3%	3%	5%	1%
Unsure	0%	0%	3%	2%	2%	3%	0%	0%	1%	1%	0%	5%	0%	3%	1%	1%	2%	0%	4%	0%	0%	2%	1%	1%	1%	1%	2%	1%	0%	1%

Which one of the following issues is the most important to you in the election?

CYGNAL

Vote Method

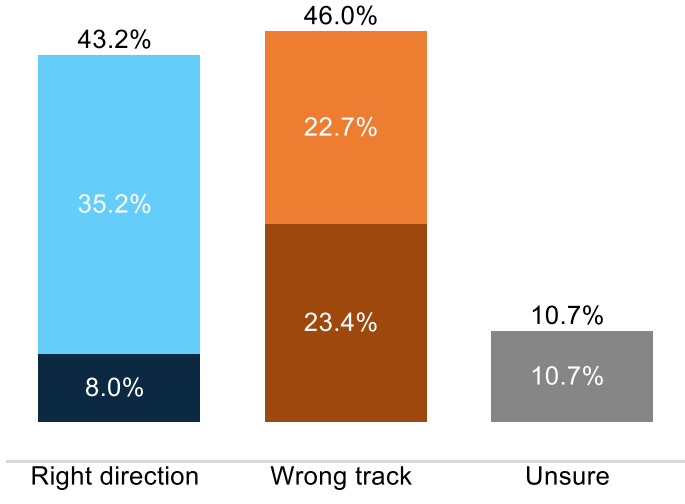


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	41%	34%	40%	34%	33%	42%	38%	39%	45%	34%	32%	32%	40%	39%	35%	39%	36%	33%	41%	29%	42%	38%	41%	36%	38%	53%	33%	34%
Probably vote	12%	12%	22%	14%	17%	20%	13%	9%	13%	14%	19%	17%	10%	27%	12%	15%	17%	14%	32%	13%	19%	14%	12%	15%	22%	19%	18%	10%
Already voted	47%	54%	38%	51%	50%	38%	48%	52%	42%	52%	48%	51%	50%	34%	53%	46%	47%	53%	28%	58%	39%	48%	47%	50%	40%	29%	50%	56%
Vote in-person on Election Day	15%	10%	25%	13%	18%	21%	18%	6%	20%	15%	12%	15%	16%	20%	13%	15%	20%	11%	26%	8%	20%	16%	18%	12%	28%	26%	17%	8%
Vote absentee by mail	1%	1%	1%	4%	0%	4%	1%	2%	2%	3%	1%	0%	1%	3%	2%	1%	3%	1%	3%	0%	2%	2%	1%	2%	1%	2%	2%	1%
Vote early in-person	36%	34%	37%	31%	32%	37%	33%	40%	37%	31%	39%	34%	33%	44%	32%	37%	30%	34%	44%	33%	39%	34%	34%	36%	31%	43%	31%	34%
Definitely vote in-person on Election Day	12%	7%	15%	8%	11%	13%	14%	4%	15%	8%	8%	9%	13%	8%	9%	11%	12%	9%	11%	3%	16%	10%	13%	8%	15%	20%	10%	6%
Probably vote in-person on Election Day	3%	3%	10%	4%	7%	8%	4%	3%	4%	7%	4%	6%	3%	12%	3%	4%	9%	2%	15%	6%	4%	5%	5%	4%	13%	6%	7%	2%
Definitely vote absentee by mail	1%	1%	1%	2%	0%	2%	1%	2%	2%	2%	0%	0%	0%	3%	2%	1%	2%	1%	3%	0%	2%	1%	1%	2%	0%	1%	1%	1%
Probably vote absentee by mail	0%	0%	0%	3%	0%	2%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%
Definitely vote early in-person	28%	26%	24%	24%	21%	27%	23%	33%	29%	24%	25%	23%	27%	28%	24%	27%	22%	22%	27%	26%	24%	26%	27%	26%	23%	32%	22%	26%
Probably vote early in-person	9%	8%	13%	7%	11%	10%	10%	7%	8%	7%	14%	11%	6%	15%	9%	10%	8%	12%	16%	7%	15%	8%	7%	11%	8%	12%	10%	8%
Already voted absentee by mail	0%	4%	1%	3%	2%	2%	1%	1%	2%	2%	0%	3%	1%	3%	2%	1%	2%	3%	3%	9%	0%	2%	1%	2%	3%	1%	3%	1%
Already voted early in-person	47%	50%	37%	48%	48%	36%	47%	51%	40%	50%	48%	47%	49%	31%	51%	45%	45%	50%	25%	50%	39%	46%	45%	47%	36%	28%	47%	55%

How do you plan to vote in the November 5th general election for President and U.S. Congress?

CYGNAL

State Direction

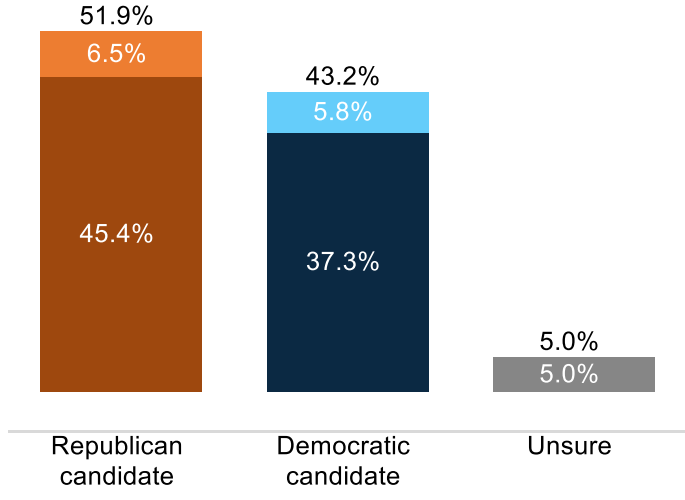


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	32%	42%	54%	49%	50%	54%	39%	32%	48%	40%	38%	47%	67%	37%	14%	50%	37%	26%	33%	49%	45%	43%	69%	17%	42%	44%	34%	44%	45%	45%
Wrong track	53%	41%	41%	46%	45%	42%	41%	59%	43%	49%	46%	49%	23%	54%	74%	40%	50%	60%	51%	42%	46%	46%	20%	73%	47%	45%	48%	46%	44%	46%
Definitely the right direction	4%	10%	7%	15%	8%	12%	8%	3%	8%	7%	7%	10%	15%	3%	2%	8%	13%	2%	2%	6%	6%	9%	15%	2%	9%	7%	2%	9%	11%	8%
Mostly the right direction	29%	32%	47%	34%	42%	41%	31%	28%	39%	33%	31%	36%	51%	34%	13%	42%	25%	24%	31%	43%	39%	34%	55%	16%	33%	37%	32%	35%	33%	37%
Mostly the wrong track	26%	21%	22%	19%	14%	26%	24%	25%	22%	23%	23%	23%	13%	26%	34%	18%	29%	32%	32%	15%	19%	24%	13%	31%	23%	22%	27%	25%	23%	20%
Definitely the wrong track	27%	20%	19%	28%	31%	16%	16%	34%	20%	26%	24%	26%	9%	27%	40%	23%	21%	28%	19%	26%	27%	23%	6%	42%	24%	23%	21%	20%	21%	26%
Unsure	14%	17%	5%	5%	5%	4%	20%	10%	10%	11%	15%	4%	11%	9%	12%	10%	12%	14%	16%	9%	9%	11%	11%	10%	11%	11%	17%	10%	11%	9%

Generally speaking, would you say things in Texas are headed in the right direction or off on the wrong track?

CYGNAL

Generic Congressional Ballot: R+9

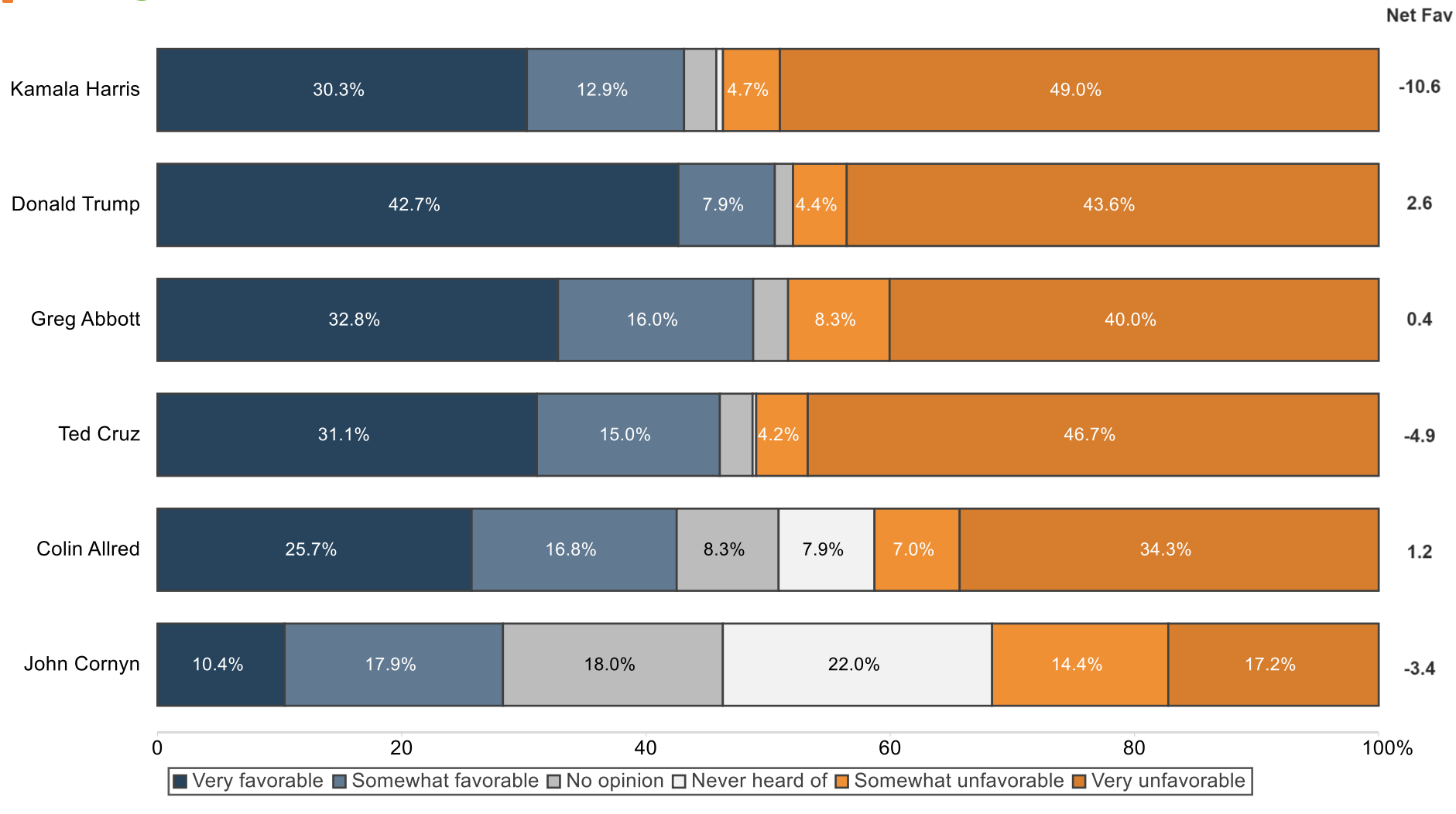


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	51%	57%	62%	51%	65%	53%	37%	58%	51%	43%	51%	95%	38%	0%	63%	41%	20%	38%	55%	46%	53%	95%	7%	52%	51%	49%	57%	51%	52%
Democratic candidate	51%	46%	35%	37%	44%	30%	41%	59%	40%	45%	46%	44%	4%	49%	98%	33%	51%	80%	34%	40%	49%	42%	3%	88%	45%	41%	44%	38%	44%	45%
Definitely the Republican candidate	36%	46%	50%	54%	48%	55%	45%	34%	49%	45%	38%	46%	87%	26%	0%	57%	33%	15%	0%	50%	40%	46%	87%	3%	49%	42%	43%	46%	45%	46%
Probably the Republican candidate	6%	6%	7%	8%	4%	10%	8%	4%	9%	6%	4%	5%	7%	12%	0%	6%	7%	5%	38%	5%	6%	7%	8%	4%	3%	10%	7%	11%	6%	5%
Probably the Democratic candidate	7%	4%	6%	5%	5%	6%	6%	6%	5%	8%	6%	2%	0%	14%	7%	4%	9%	12%	34%	4%	8%	5%	2%	10%	5%	7%	5%	8%	5%	6%
Definitely the Democratic candidate	44%	42%	30%	32%	39%	24%	35%	53%	35%	37%	40%	42%	4%	35%	91%	29%	42%	68%	0%	36%	41%	37%	1%	79%	41%	34%	38%	30%	39%	39%
Unsure	6%	3%	8%	2%	5%	5%	6%	4%	2%	4%	12%	5%	1%	13%	2%	4%	8%	0%	29%	5%	4%	5%	2%	5%	3%	7%	7%	5%	5%	3%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

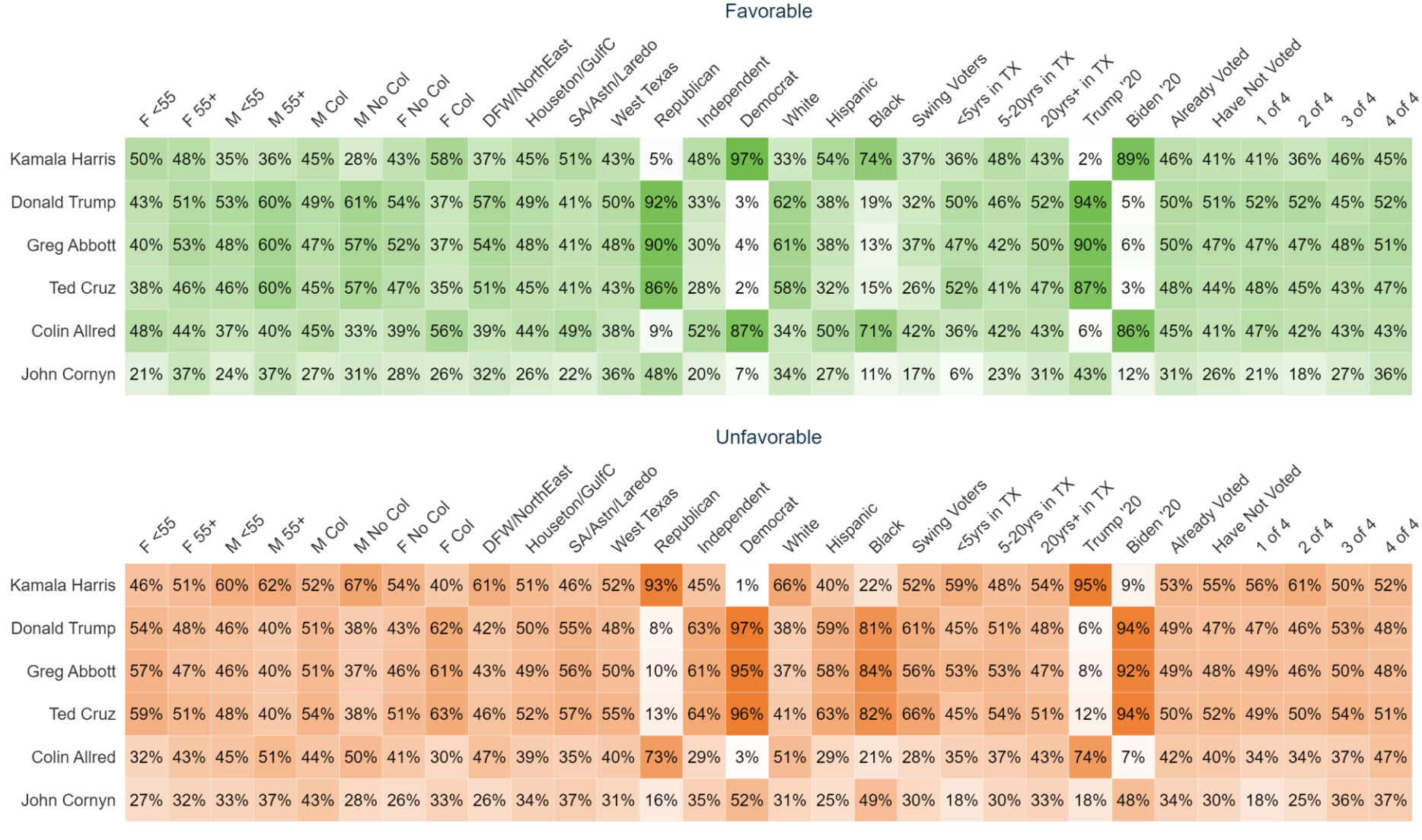
CYGNAL

Image Tests



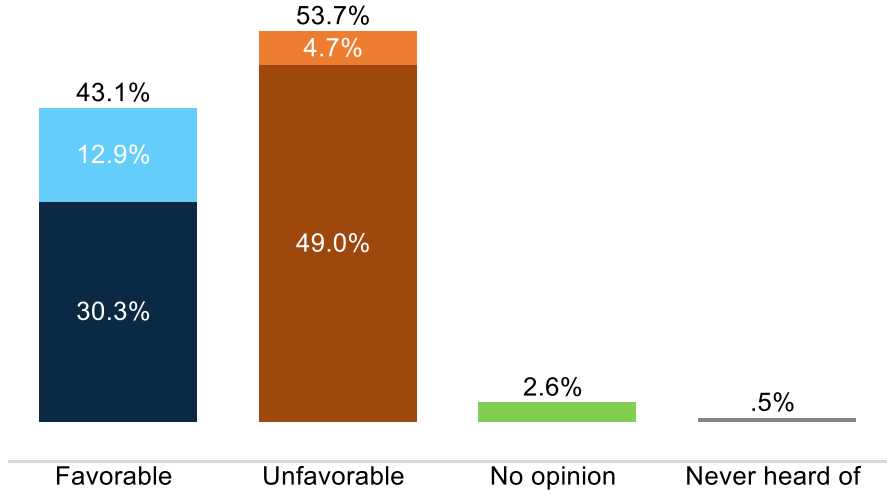
CYGNAL

Image Tests Heatmaps



CYGNAL

Image: Kamala Harris

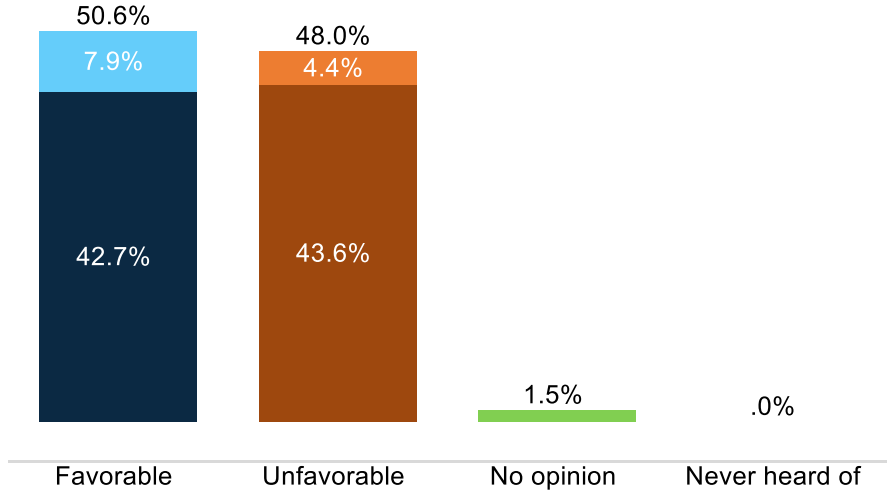


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	50%	48%	35%	36%	45%	28%	43%	58%	37%	45%	51%	43%	5%	48%	97%	33%	54%	74%	37%	36%	48%	43%	2%	89%	46%	41%	41%	36%	46%	45%
Unfavorable Total	46%	51%	60%	62%	52%	67%	54%	40%	61%	51%	46%	52%	93%	45%	1%	66%	40%	22%	52%	59%	48%	54%	95%	9%	53%	55%	56%	61%	50%	52%
Very favorable	33%	41%	20%	27%	27%	19%	33%	41%	28%	35%	29%	27%	3%	23%	79%	20%	42%	53%	19%	16%	32%	31%	1%	64%	34%	27%	28%	26%	26%	34%
Somewhat favorable	17%	7%	15%	10%	18%	9%	10%	17%	9%	11%	22%	16%	3%	25%	19%	12%	12%	21%	18%	20%	16%	12%	1%	26%	12%	14%	12%	10%	21%	11%
Somewhat unfavorable	6%	0%	6%	6%	6%	6%	4%	3%	7%	3%	4%	2%	3%	11%	1%	5%	2%	7%	25%	9%	3%	5%	4%	5%	2%	7%	12%	8%	4%	2%
Very unfavorable	40%	51%	54%	55%	47%	61%	50%	37%	54%	48%	42%	50%	90%	33%	1%	61%	38%	16%	27%	50%	45%	50%	91%	4%	51%	48%	44%	53%	46%	50%
No opinion	3%	1%	3%	2%	1%	4%	3%	2%	2%	3%	2%	6%	1%	6%	2%	2%	5%	1%	11%	5%	2%	3%	2%	2%	2%	4%	3%	1%	3%	2%
Never heard of	0%	0%	2%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	2%	0%	0%	1%	2%	1%	0%	3%	0%	1%	0%	0%	1%	1%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Kamala Harris?

CYGNAL

Image: Donald Trump

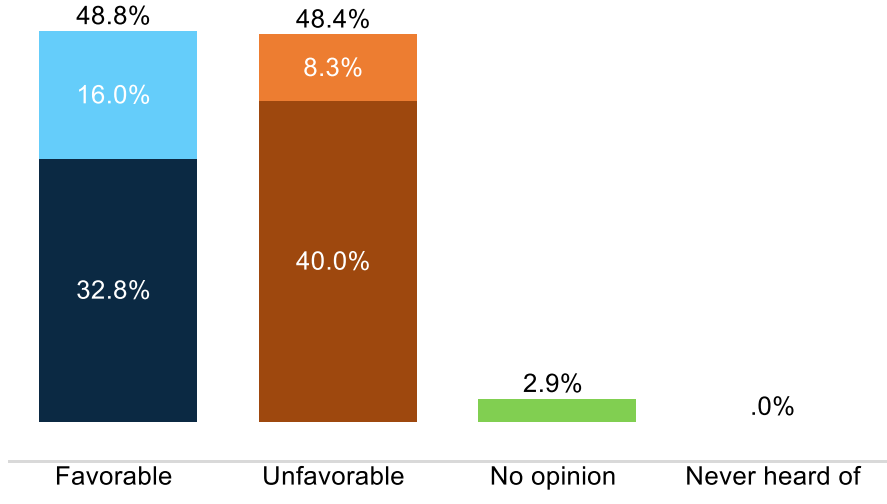


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	51%	53%	60%	49%	61%	54%	37%	57%	49%	41%	50%	92%	33%	3%	62%	38%	19%	32%	50%	46%	52%	94%	5%	50%	51%	52%	52%	45%	52%
Unfavorable Total	54%	48%	46%	40%	51%	38%	43%	62%	42%	50%	55%	48%	8%	63%	97%	38%	59%	81%	61%	45%	51%	48%	6%	94%	49%	47%	47%	46%	53%	48%
Very favorable	35%	43%	45%	52%	40%	53%	45%	30%	48%	42%	33%	43%	82%	23%	2%	52%	33%	16%	16%	40%	39%	44%	82%	3%	43%	42%	43%	44%	40%	43%
Somewhat favorable	8%	8%	8%	8%	9%	8%	8%	7%	9%	6%	8%	8%	10%	10%	1%	10%	5%	3%	16%	10%	7%	8%	13%	2%	7%	9%	9%	8%	5%	8%
Somewhat unfavorable	4%	1%	8%	4%	6%	6%	3%	3%	5%	4%	5%	3%	1%	13%	3%	4%	5%	9%	20%	5%	7%	4%	2%	5%	2%	7%	6%	6%	4%	3%
Very unfavorable	50%	47%	38%	36%	44%	32%	41%	59%	38%	46%	50%	44%	7%	50%	93%	34%	53%	71%	41%	40%	44%	44%	3%	89%	47%	41%	41%	40%	49%	45%
No opinion	3%	1%	1%	0%	1%	1%	3%	1%	0%	1%	4%	2%	0%	4%	1%	0%	4%	0%	8%	5%	3%	1%	0%	1%	1%	2%	1%	2%	2%	0%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

CYGNAL

Image: Greg Abbott

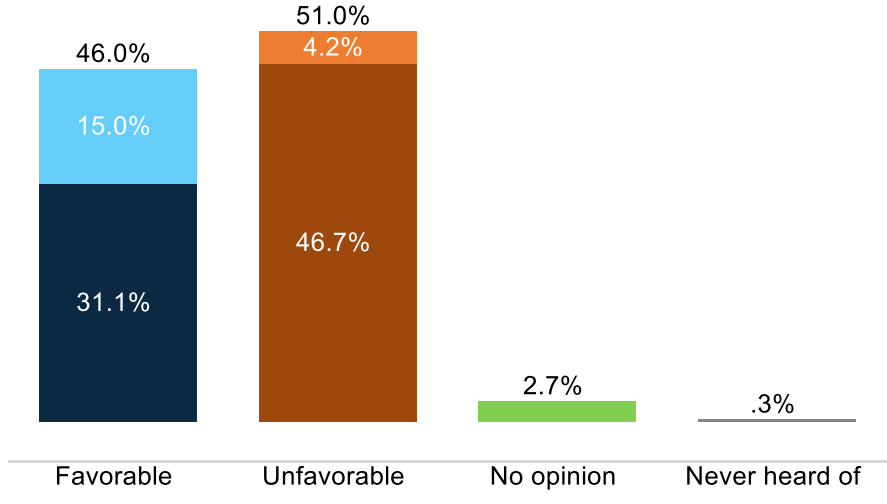


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	53%	48%	60%	47%	57%	52%	37%	54%	48%	41%	48%	90%	30%	4%	61%	38%	13%	37%	47%	42%	50%	90%	6%	50%	47%	47%	47%	48%	51%
Unfavorable Total	57%	47%	46%	40%	51%	37%	46%	61%	43%	49%	56%	50%	10%	61%	95%	37%	58%	84%	56%	53%	53%	47%	8%	92%	49%	48%	49%	46%	50%	48%
Very favorable	24%	39%	29%	45%	30%	39%	36%	23%	35%	33%	29%	31%	68%	7%	2%	41%	28%	3%	14%	31%	31%	33%	63%	2%	35%	31%	35%	30%	29%	36%
Somewhat favorable	16%	13%	19%	15%	17%	18%	15%	14%	19%	15%	11%	17%	22%	22%	1%	20%	9%	10%	22%	16%	11%	17%	27%	4%	15%	16%	12%	17%	18%	16%
Somewhat unfavorable	6%	8%	11%	8%	9%	11%	7%	7%	9%	10%	9%	2%	5%	16%	7%	6%	9%	18%	18%	8%	15%	7%	5%	11%	7%	10%	10%	12%	5%	7%
Very unfavorable	50%	38%	34%	32%	42%	26%	39%	54%	35%	40%	47%	48%	5%	45%	88%	31%	50%	66%	38%	45%	38%	40%	3%	80%	42%	38%	40%	35%	45%	41%
No opinion	3%	1%	6%	0%	2%	6%	2%	2%	2%	3%	3%	2%	0%	9%	1%	2%	4%	3%	7%	0%	5%	3%	2%	2%	1%	5%	4%	7%	2%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Greg Abbott?

CYGNAL

Image: Ted Cruz

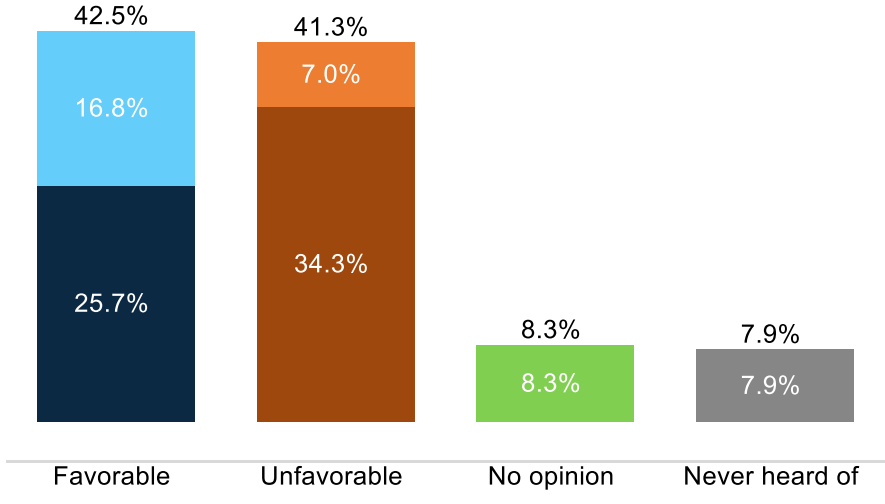


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	46%	46%	60%	45%	57%	47%	35%	51%	45%	41%	43%	86%	28%	2%	58%	32%	15%	26%	52%	41%	47%	87%	3%	48%	44%	48%	45%	43%	47%
Unfavorable Total	59%	51%	48%	40%	54%	38%	51%	63%	46%	52%	57%	55%	13%	64%	96%	41%	63%	82%	66%	45%	54%	51%	12%	94%	50%	52%	49%	50%	54%	51%
Very favorable	20%	38%	30%	43%	28%	41%	32%	22%	36%	28%	24%	37%	64%	9%	0%	42%	21%	5%	8%	33%	26%	32%	61%	1%	32%	30%	28%	26%	33%	35%
Somewhat favorable	18%	8%	16%	17%	17%	15%	15%	13%	15%	16%	17%	6%	22%	19%	2%	17%	11%	10%	18%	19%	14%	15%	25%	3%	16%	14%	21%	19%	11%	12%
Somewhat unfavorable	4%	3%	7%	2%	7%	3%	4%	4%	6%	4%	2%	4%	3%	10%	2%	4%	3%	9%	15%	0%	5%	4%	4%	3%	2%	6%	2%	9%	2%	4%
Very unfavorable	55%	48%	41%	38%	48%	34%	47%	59%	40%	48%	55%	51%	10%	54%	95%	37%	60%	72%	51%	45%	48%	47%	7%	91%	48%	45%	47%	41%	52%	47%
No opinion	2%	2%	5%	0%	1%	5%	3%	2%	2%	3%	2%	2%	1%	7%	2%	1%	5%	3%	7%	3%	5%	2%	2%	3%	1%	4%	3%	4%	2%	2%
Never heard of	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Ted Cruz?

CYGNAL

Image: Colin Allred

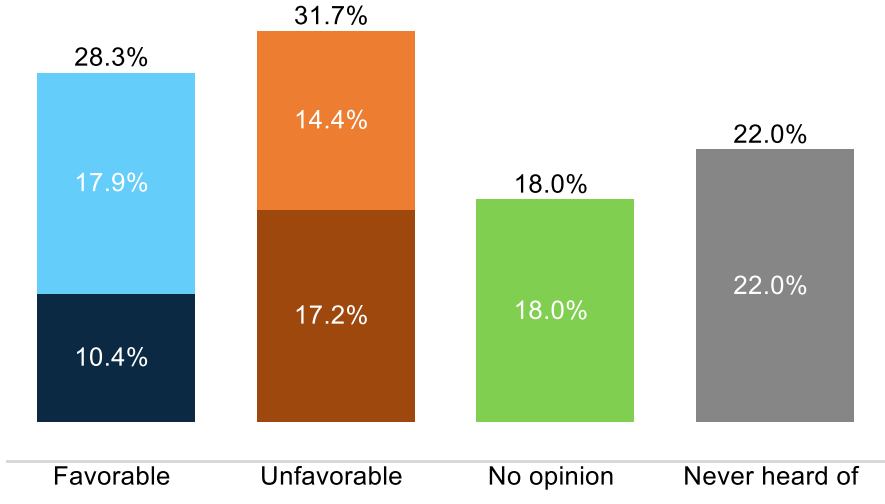


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	48%	44%	37%	40%	45%	33%	39%	56%	39%	44%	49%	38%	9%	52%	87%	34%	50%	71%	42%	36%	42%	43%	6%	86%	45%	41%	47%	42%	43%	43%
Unfavorable Total	32%	43%	45%	51%	44%	50%	41%	30%	47%	39%	35%	40%	73%	29%	3%	51%	29%	21%	28%	35%	37%	43%	74%	7%	42%	40%	34%	34%	37%	47%
Very favorable	27%	29%	20%	28%	26%	20%	24%	33%	21%	33%	25%	25%	3%	23%	63%	19%	36%	40%	14%	12%	25%	27%	2%	54%	30%	22%	26%	26%	26%	27%
Somewhat favorable	21%	15%	17%	12%	19%	12%	15%	22%	18%	12%	24%	13%	5%	28%	24%	16%	15%	31%	28%	23%	17%	16%	4%	32%	15%	18%	21%	16%	18%	16%
Somewhat unfavorable	8%	4%	10%	5%	9%	7%	8%	5%	8%	4%	8%	9%	8%	11%	2%	7%	7%	6%	15%	0%	8%	7%	8%	5%	5%	9%	9%	8%	5%	6%
Very unfavorable	24%	39%	35%	46%	35%	44%	34%	25%	39%	34%	28%	31%	65%	18%	1%	43%	22%	15%	13%	35%	30%	35%	66%	2%	37%	32%	25%	26%	32%	41%
No opinion	8%	7%	11%	7%	6%	11%	8%	7%	9%	8%	6%	16%	9%	11%	5%	9%	10%	3%	18%	23%	8%	8%	10%	4%	7%	10%	12%	7%	11%	7%
Never heard of	12%	6%	7%	2%	5%	6%	11%	8%	5%	10%	10%	6%	10%	8%	4%	7%	11%	4%	12%	6%	12%	7%	10%	3%	6%	9%	7%	17%	9%	3%

Do you have a favorable or unfavorable opinion of Colin Allred?

CYGNAL

Image: John Cornyn

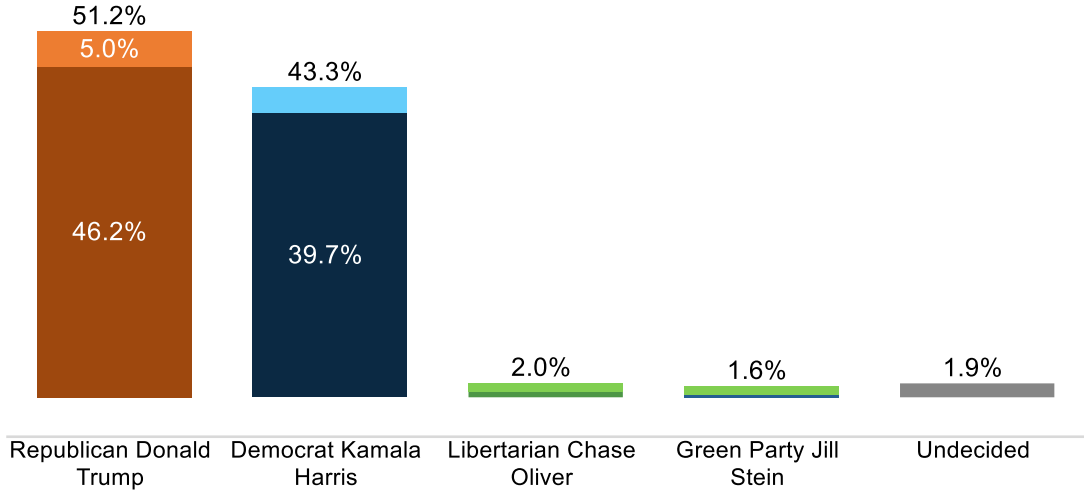


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	21%	37%	24%	37%	27%	31%	28%	26%	32%	26%	22%	36%	48%	20%	7%	34%	27%	11%	17%	6%	23%	31%	43%	12%	31%	26%	21%	18%	27%	36%
Unfavorable Total	27%	32%	33%	37%	43%	28%	26%	33%	26%	34%	37%	31%	16%	35%	52%	31%	25%	49%	30%	18%	30%	33%	18%	48%	34%	30%	18%	25%	36%	37%
Very favorable	7%	16%	7%	15%	7%	12%	13%	7%	12%	11%	6%	12%	22%	3%	1%	13%	11%	0%	3%	0%	3%	13%	19%	1%	12%	9%	8%	4%	11%	14%
Somewhat favorable	14%	21%	17%	23%	20%	19%	15%	19%	20%	15%	16%	24%	26%	17%	7%	21%	16%	11%	14%	6%	20%	18%	24%	10%	19%	17%	13%	14%	16%	22%
Somewhat unfavorable	9%	18%	15%	18%	19%	15%	11%	14%	12%	15%	19%	15%	7%	18%	23%	13%	14%	22%	16%	5%	16%	15%	9%	21%	15%	14%	8%	12%	17%	16%
Very unfavorable	18%	14%	17%	19%	24%	13%	14%	19%	15%	20%	19%	17%	9%	17%	29%	17%	11%	27%	14%	14%	13%	18%	9%	28%	19%	16%	10%	12%	19%	20%
No opinion	16%	20%	18%	18%	11%	24%	18%	18%	20%	15%	17%	22%	18%	21%	14%	18%	20%	13%	30%	32%	15%	18%	19%	17%	17%	19%	21%	22%	13%	17%
Never heard of	36%	10%	25%	7%	19%	17%	28%	22%	22%	24%	24%	11%	18%	23%	26%	18%	29%	27%	23%	44%	33%	19%	20%	23%	18%	26%	40%	36%	25%	10%

Do you have a favorable or unfavorable opinion of John Cornyn?

CYGNAL

Presidential Ballot

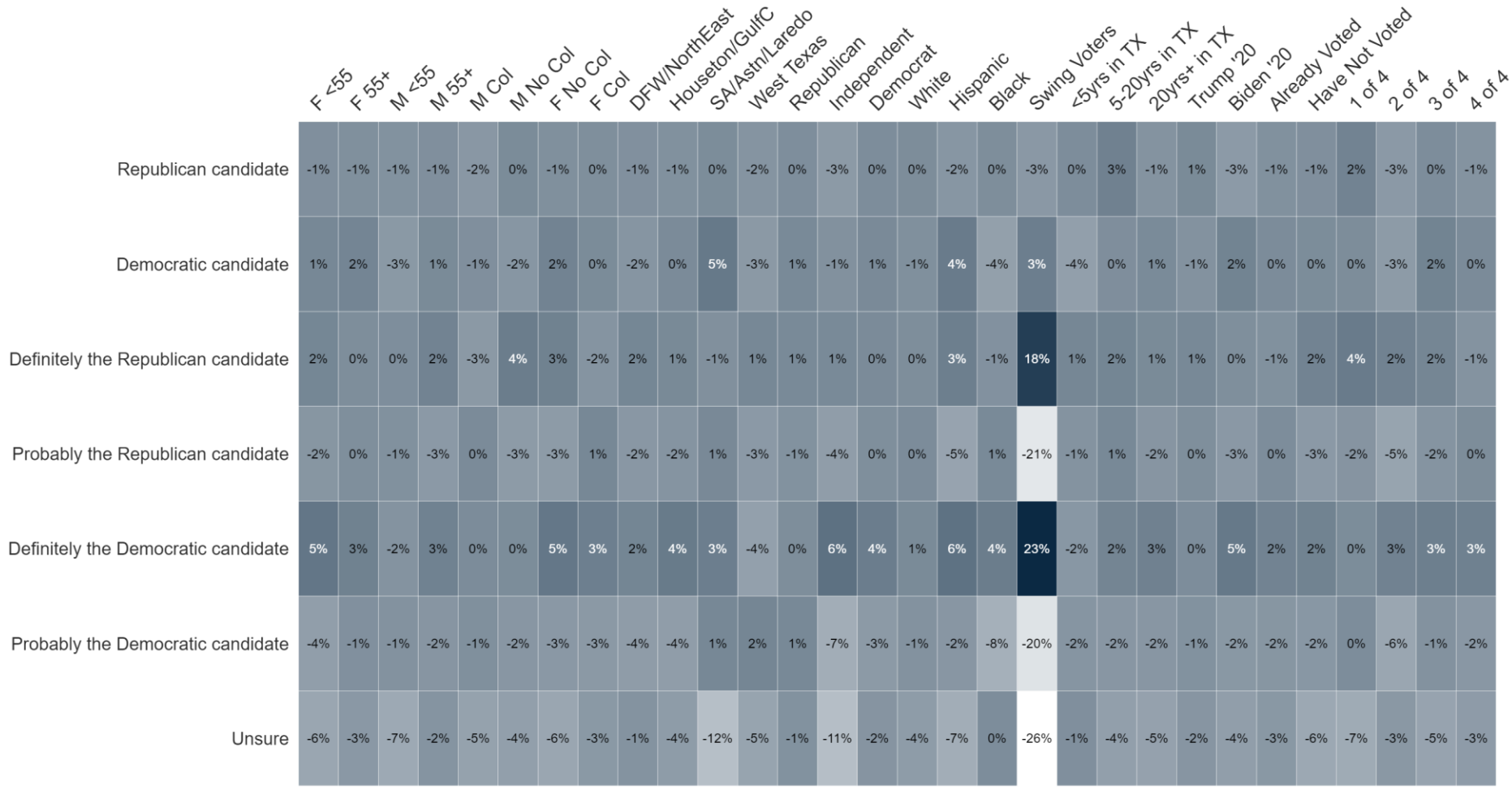


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	42%	51%	56%	61%	49%	65%	52%	37%	57%	50%	43%	49%	94%	35%	0%	63%	38%	20%	35%	55%	49%	51%	96%	4%	51%	51%	52%	54%	51%	50%
Democrat Kamala Harris	52%	48%	33%	37%	43%	28%	44%	59%	38%	46%	50%	41%	5%	48%	99%	32%	55%	76%	37%	36%	49%	43%	2%	91%	45%	41%	44%	35%	46%	45%
Libertarian Chase Oliver	1%	1%	6%	0%	6%	2%	1%	0%	1%	1%	4%	5%	0%	6%	0%	2%	2%	0%	9%	0%	0%	3%	1%	2%	1%	3%	1%	3%	3%	1%
Green Party Jill Stein	3%	0%	2%	0%	1%	2%	1%	3%	2%	1%	1%	1%	0%	6%	0%	1%	1%	3%	9%	9%	1%	1%	0%	2%	1%	2%	0%	5%	0%	1%
Definitely Republican Donald Trump	38%	46%	50%	56%	45%	58%	48%	32%	51%	46%	38%	47%	88%	27%	0%	57%	37%	14%	18%	51%	42%	47%	88%	2%	48%	44%	47%	48%	47%	45%
Probably Republican Donald Trump	4%	5%	6%	5%	4%	7%	4%	5%	6%	4%	5%	2%	6%	8%	0%	7%	2%	6%	17%	4%	7%	5%	7%	2%	3%	7%	5%	6%	4%	5%
Definitely Democrat Kamala Harris	49%	44%	28%	34%	39%	24%	40%	56%	37%	41%	44%	38%	4%	41%	95%	30%	48%	72%	23%	34%	43%	39%	1%	83%	43%	37%	39%	33%	42%	42%
Probably Democrat Kamala Harris	3%	4%	5%	3%	4%	4%	3%	3%	1%	4%	7%	3%	1%	7%	4%	2%	7%	4%	14%	2%	6%	3%	1%	7%	3%	5%	5%	2%	4%	3%
Definitely Libertarian Chase Oliver	1%	0%	2%	0%	2%	1%	1%	0%	0%	0%	2%	2%	0%	3%	0%	0%	2%	0%	5%	0%	0%	1%	0%	1%	0%	1%	1%	0%	3%	0%
Probably Libertarian Chase Oliver	0%	1%	4%	0%	4%	1%	0%	0%	0%	1%	2%	3%	0%	3%	0%	2%	0%	0%	5%	0%	0%	2%	1%	1%	1%	2%	0%	3%	0%	1%
Definitely Green Party Jill Stein	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%	2%	4%	0%	0%	0%	0%	0%	1%	0%	2%	0%	0%
Probably Green Party Jill Stein	2%	0%	2%	0%	1%	1%	1%	2%	2%	1%	1%	1%	0%	4%	0%	0%	0%	3%	7%	5%	1%	1%	0%	2%	1%	2%	0%	3%	0%	1%
Undecided	2%	1%	3%	2%	1%	4%	2%	1%	2%	2%	1%	3%	0%	5%	1%	2%	3%	1%	10%	0%	1%	2%	1%	1%	1%	3%	4%	3%	0%	2%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

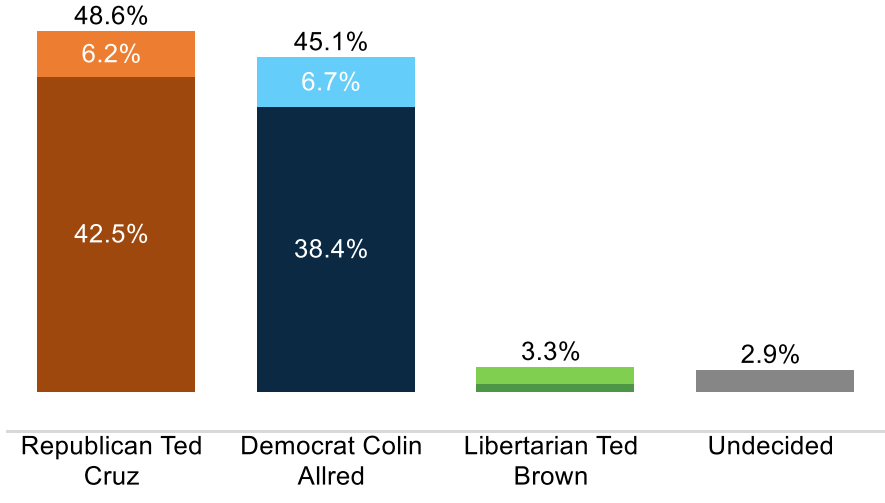
CYGNAL

Percent Change: Generic to Presidential Ballot



CYGNAL

U.S. Senate Ballot

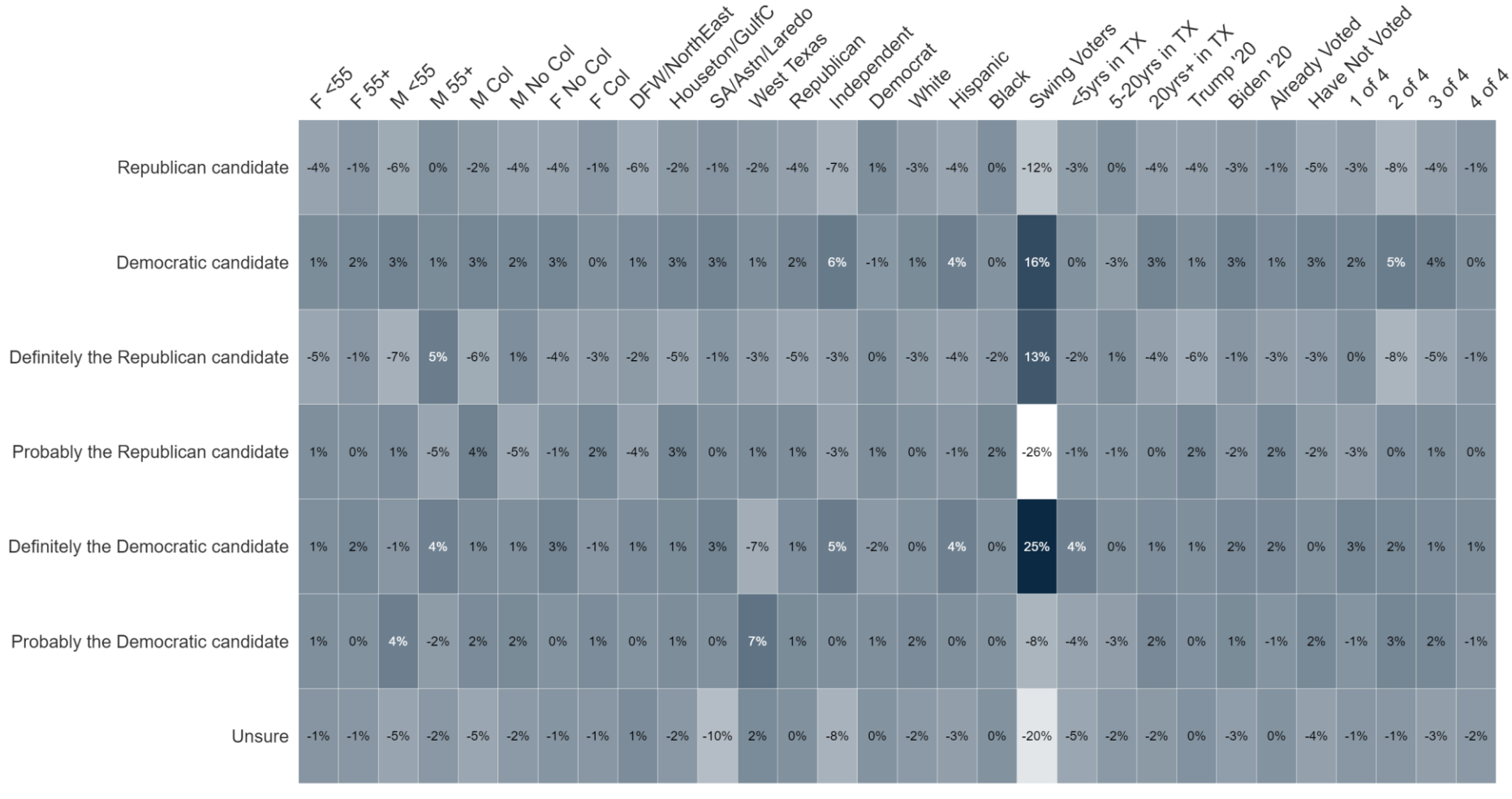


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Republican Ted Cruz	38%	50%	51%	62%	49%	61%	48%	36%	52%	49%	42%	49%	91%	31%	1%	60%	36%	20%	25%	52%	46%	49%	91%	4%	51%	47%	46%	49%	47%	50%
Democrat Colin Allred	52%	48%	39%	38%	47%	32%	44%	59%	41%	48%	49%	44%	6%	54%	97%	34%	55%	80%	50%	40%	47%	45%	4%	92%	46%	44%	46%	43%	47%	45%
Libertarian Ted Brown	4%	1%	7%	0%	4%	4%	3%	3%	3%	1%	8%	0%	1%	9%	1%	3%	3%	0%	15%	8%	5%	3%	3%	2%	0%	6%	2%	4%	3%	3%
Definitely Republican Ted Cruz	32%	44%	43%	59%	42%	55%	42%	30%	47%	40%	37%	42%	83%	22%	0%	54%	30%	13%	13%	48%	41%	43%	81%	2%	46%	39%	43%	37%	40%	45%
Probably Republican Ted Cruz	7%	6%	8%	3%	7%	5%	7%	6%	5%	8%	5%	6%	9%	9%	1%	6%	6%	7%	12%	4%	5%	6%	10%	3%	5%	7%	4%	12%	7%	5%
Definitely Democrat Colin Allred	45%	44%	28%	36%	40%	24%	38%	52%	36%	38%	43%	36%	5%	40%	89%	29%	46%	68%	25%	40%	42%	38%	2%	80%	42%	35%	41%	33%	40%	40%
Probably Democrat Colin Allred	8%	4%	10%	3%	6%	8%	6%	7%	5%	9%	6%	9%	2%	15%	7%	5%	10%	12%	25%	0%	5%	8%	2%	11%	4%	9%	5%	11%	7%	5%
Definitely Libertarian Ted Brown	1%	1%	2%	0%	2%	1%	1%	1%	1%	0%	3%	0%	0%	4%	0%	1%	1%	0%	5%	3%	1%	1%	1%	1%	0%	2%	2%	0%	2%	1%
Probably Libertarian Ted Brown	3%	0%	5%	0%	2%	4%	2%	2%	2%	1%	5%	0%	1%	5%	1%	2%	2%	0%	11%	5%	4%	2%	3%	1%	0%	4%	0%	4%	1%	2%
Undecided	6%	1%	3%	0%	0%	3%	5%	2%	3%	3%	1%	7%	1%	6%	1%	2%	5%	0%	9%	0%	3%	3%	2%	2%	2%	4%	6%	4%	2%	2%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

CYGNAL

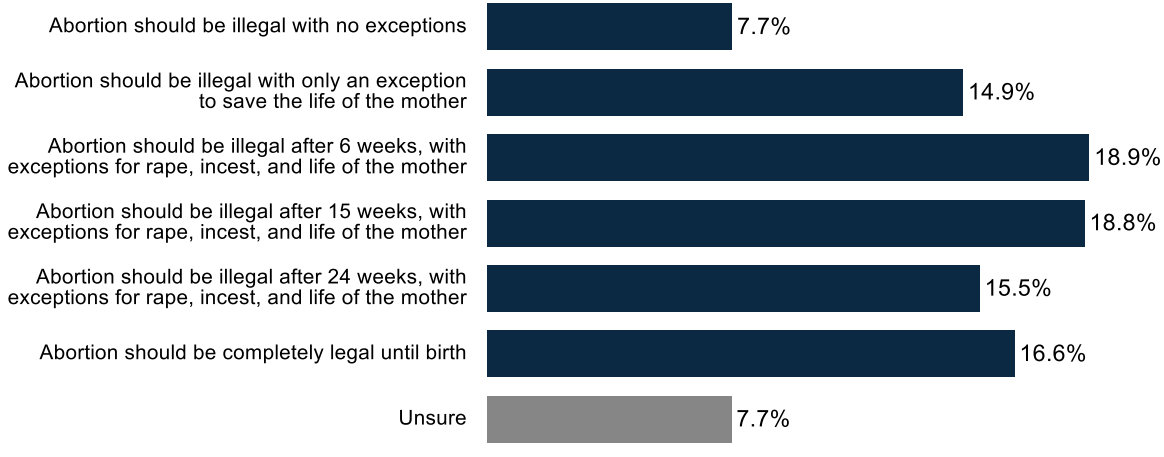
Percent Change: Generic to U.S. Senate Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-4%	-1%	-6%	0%	-2%	-4%	-4%	-1%	-6%	-2%	-1%	-2%	-4%	-7%	1%	-3%	-4%	0%	-12%	-3%	0%	-4%	-4%	-3%	-1%	-5%	-3%	-8%	-4%	-1%
Democratic candidate	1%	2%	3%	1%	3%	2%	3%	0%	1%	3%	3%	1%	2%	6%	-1%	1%	4%	0%	16%	0%	-3%	3%	1%	3%	1%	3%	2%	5%	4%	0%
Definitely the Republican candidate	-5%	-1%	-7%	5%	-6%	1%	-4%	-3%	-2%	-5%	-1%	-3%	-5%	-3%	0%	-3%	-4%	-2%	13%	-2%	1%	-4%	-6%	-1%	-3%	-3%	0%	-8%	-5%	-1%
Probably the Republican candidate	1%	0%	1%	-5%	4%	-5%	-1%	2%	-4%	3%	0%	1%	1%	-3%	1%	0%	-1%	2%	-26%	-1%	-1%	0%	2%	-2%	2%	-2%	-3%	0%	1%	0%
Definitely the Democratic candidate	1%	2%	-1%	4%	1%	1%	3%	-1%	1%	1%	3%	-7%	1%	5%	-2%	0%	4%	0%	25%	4%	0%	1%	1%	2%	2%	0%	3%	2%	1%	1%
Probably the Democratic candidate	1%	0%	4%	-2%	2%	2%	0%	1%	0%	1%	0%	7%	1%	0%	1%	2%	0%	0%	-8%	-4%	-3%	2%	0%	1%	-1%	2%	-1%	3%	2%	-1%
Unsure	-1%	-1%	-5%	-2%	-5%	-2%	-1%	-1%	1%	-2%	-10%	2%	0%	-8%	0%	-2%	-3%	0%	-20%	-5%	-2%	-2%	0%	-3%	0%	-4%	-1%	-1%	-3%	-2%

CYGNAL

Abortion Position: Only 17% Support No Limitations

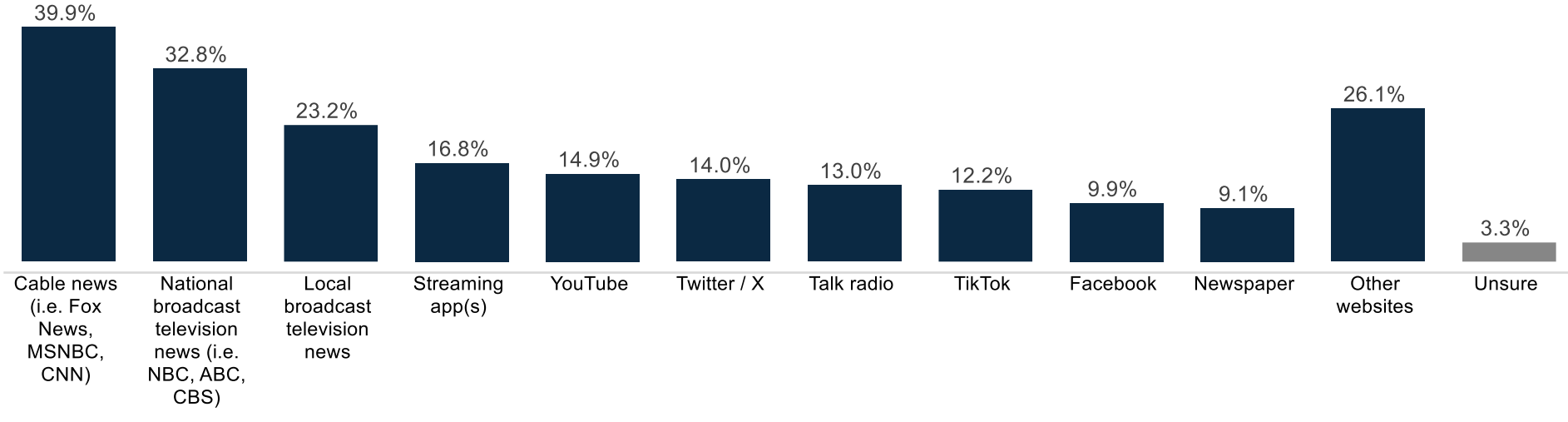


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Strict Illegal	20%	26%	24%	20%	20%	25%	25%	20%	28%	22%	14%	22%	36%	18%	7%	24%	21%	21%	17%	14%	18%	24%	38%	8%	22%	23%	23%	29%	21%	21%
Abortion should be illegal with no exceptions	9%	8%	6%	7%	5%	7%	11%	7%	11%	6%	4%	8%	13%	2%	4%	8%	9%	6%	5%	6%	3%	9%	13%	3%	8%	7%	3%	15%	10%	6%
Abortion should be illegal with only an exception to save the life of the mother	11%	18%	18%	13%	15%	17%	14%	14%	17%	16%	11%	14%	23%	15%	3%	16%	12%	15%	11%	8%	16%	15%	26%	5%	14%	16%	20%	14%	11%	16%
Short Weeks Exceptions	34%	44%	35%	40%	35%	38%	44%	31%	37%	41%	37%	29%	47%	34%	27%	40%	41%	24%	35%	36%	36%	38%	47%	27%	37%	38%	34%	32%	42%	39%
Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	16%	22%	15%	26%	12%	25%	24%	12%	22%	21%	12%	13%	30%	11%	9%	21%	19%	10%	12%	21%	17%	19%	29%	9%	19%	19%	14%	13%	16%	24%
Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	18%	22%	20%	14%	23%	13%	20%	19%	16%	19%	25%	17%	17%	22%	19%	19%	21%	14%	22%	15%	19%	19%	18%	18%	18%	19%	20%	19%	26%	16%
Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother	18%	15%	14%	14%	20%	9%	13%	21%	14%	18%	17%	11%	7%	18%	26%	16%	13%	18%	16%	14%	18%	15%	5%	26%	17%	14%	13%	9%	13%	19%
No Limitations: Abortion should be completely legal until birth	22%	9%	18%	15%	19%	15%	12%	22%	13%	13%	25%	27%	4%	24%	30%	13%	18%	28%	21%	32%	20%	15%	3%	31%	17%	16%	19%	22%	17%	13%
Unsure	6%	6%	9%	11%	6%	13%	6%	6%	8%	7%	7%	11%	6%	7%	9%	6%	8%	9%	12%	4%	8%	8%	7%	9%	7%	9%	11%	9%	7%	7%

Which of the following options most closely describes your position on the issue of abortion?

CYGNAL

News Source

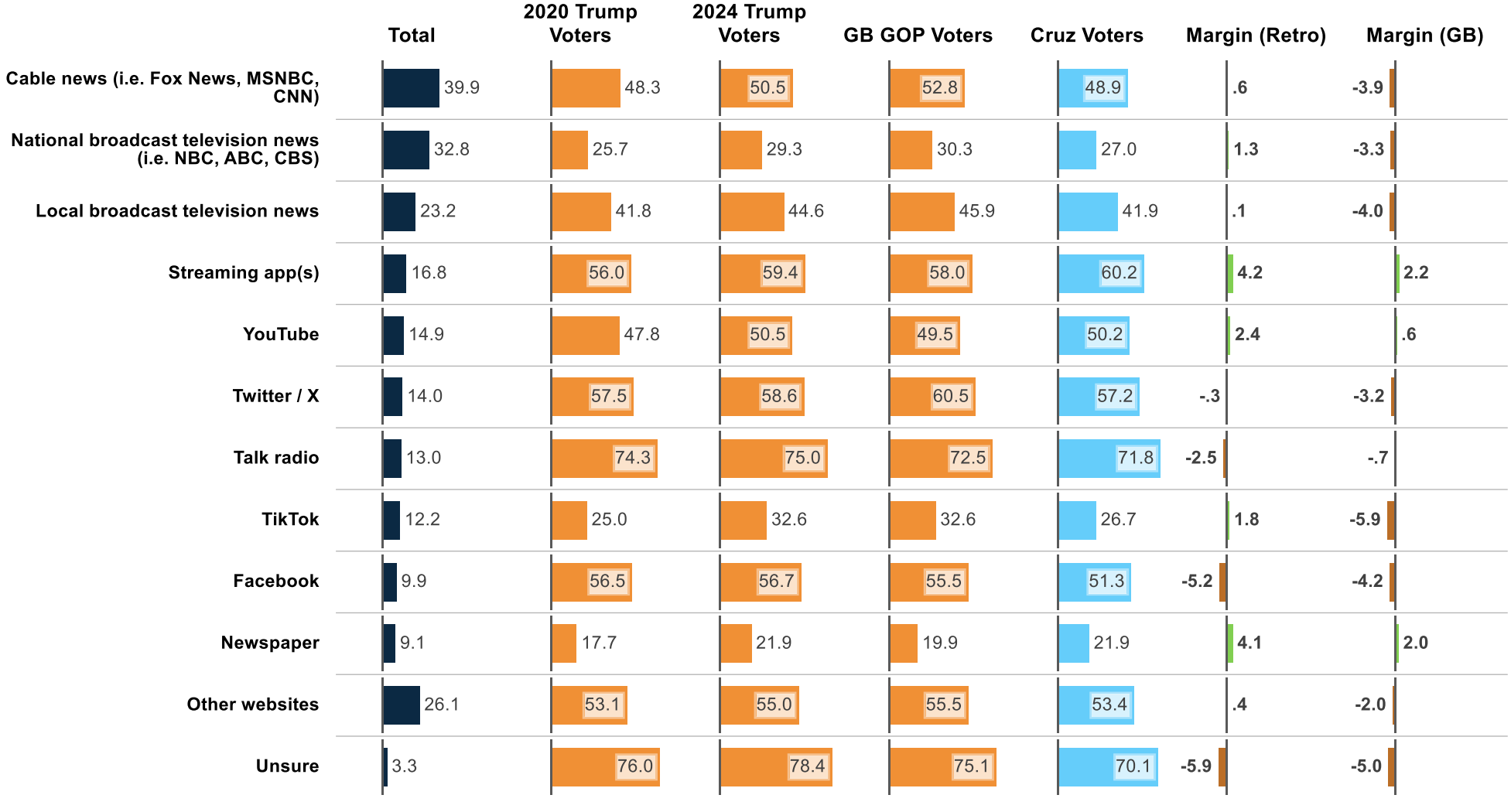


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houston/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	<5yrs in TX	5-20yrs in TX	20yrs+ in TX	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast television news (i.e. NBC, ABC, CBS)	36%	41%	25%	28%	24%	28%	33%	46%	33%	37%	27%	31%	19%	34%	52%	29%	30%	51%	32%	8%	32%	35%	17%	49%	31%	34%	33%	29%	36%	34%
Local broadcast television news	19%	35%	16%	26%	12%	28%	28%	22%	24%	24%	20%	23%	19%	28%	26%	21%	26%	37%	30%	15%	15%	26%	20%	28%	24%	23%	24%	19%	26%	26%
Cable news (i.e. Fox News, MSNBC, CNN)	36%	49%	30%	50%	38%	38%	39%	44%	41%	40%	37%	44%	43%	30%	44%	37%	41%	56%	33%	22%	43%	40%	40%	41%	44%	36%	35%	25%	39%	49%
Streaming app(s)	19%	13%	21%	12%	24%	12%	14%	18%	18%	15%	20%	14%	19%	18%	14%	16%	20%	10%	8%	21%	25%	15%	19%	14%	19%	15%	23%	16%	16%	16%
Social Media	50%	16%	59%	20%	49%	39%	37%	36%	35%	42%	44%	41%	36%	45%	40%	37%	50%	31%	47%	55%	46%	38%	38%	37%	40%	39%	50%	45%	50%	29%
TikTok	22%	2%	17%	0%	13%	8%	13%	15%	11%	13%	11%	16%	8%	11%	21%	10%	23%	3%	15%	14%	19%	11%	6%	15%	13%	11%	19%	22%	16%	5%
Facebook	16%	4%	10%	6%	4%	12%	13%	9%	10%	10%	11%	4%	11%	12%	6%	9%	7%	15%	18%	30%	9%	9%	12%	7%	10%	10%	13%	11%	9%	8%
Twitter / X	10%	6%	30%	8%	26%	16%	8%	9%	15%	14%	11%	17%	15%	17%	11%	13%	18%	9%	15%	19%	17%	13%	17%	9%	14%	14%	12%	20%	17%	11%
YouTube	16%	5%	25%	10%	23%	16%	13%	10%	12%	16%	20%	12%	13%	21%	14%	15%	18%	10%	13%	14%	19%	14%	15%	14%	17%	13%	19%	13%	22%	11%
Newspaper	9%	13%	5%	10%	7%	7%	8%	14%	7%	11%	10%	8%	3%	11%	17%	8%	11%	11%	10%	13%	8%	9%	3%	15%	10%	9%	7%	9%	9%	10%
Talk radio	13%	10%	10%	20%	16%	13%	12%	12%	11%	14%	16%	11%	20%	9%	6%	15%	12%	5%	10%	27%	11%	13%	20%	8%	13%	13%	12%	7%	8%	17%
Other websites	26%	19%	34%	23%	32%	28%	23%	24%	25%	22%	30%	37%	27%	33%	18%	31%	23%	14%	31%	45%	26%	25%	28%	23%	23%	29%	28%	31%	24%	24%
Unsure	3%	2%	5%	3%	1%	6%	3%	2%	3%	3%	5%	0%	5%	3%	0%	5%	2%	2%	4%	0%	2%	4%	5%	2%	3%	4%	3%	5%	2%	3%

What are your primary sources for news? Select up to three options.

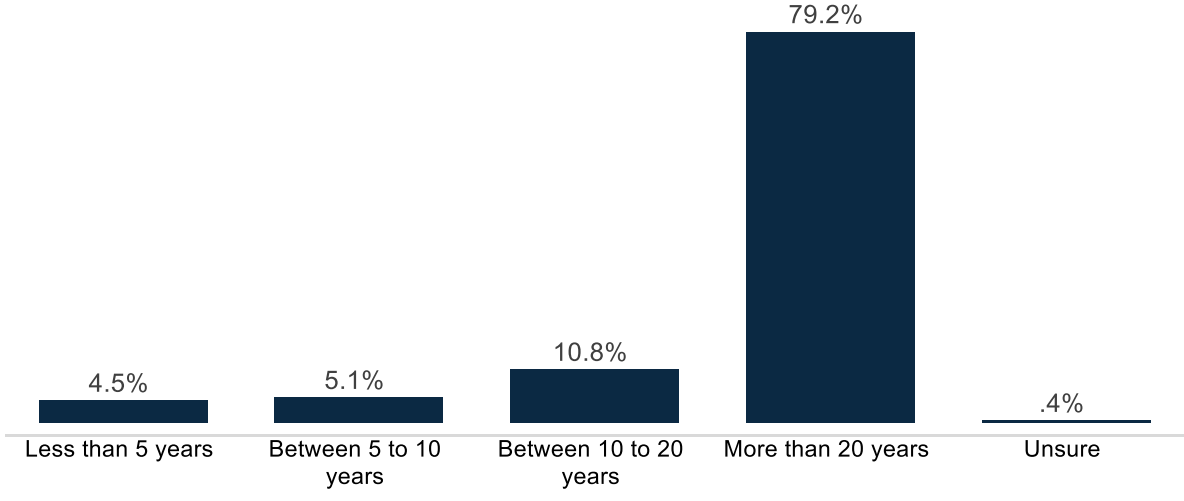
CYGNAL

News Source Performance



CYGNAL

Length of Residency



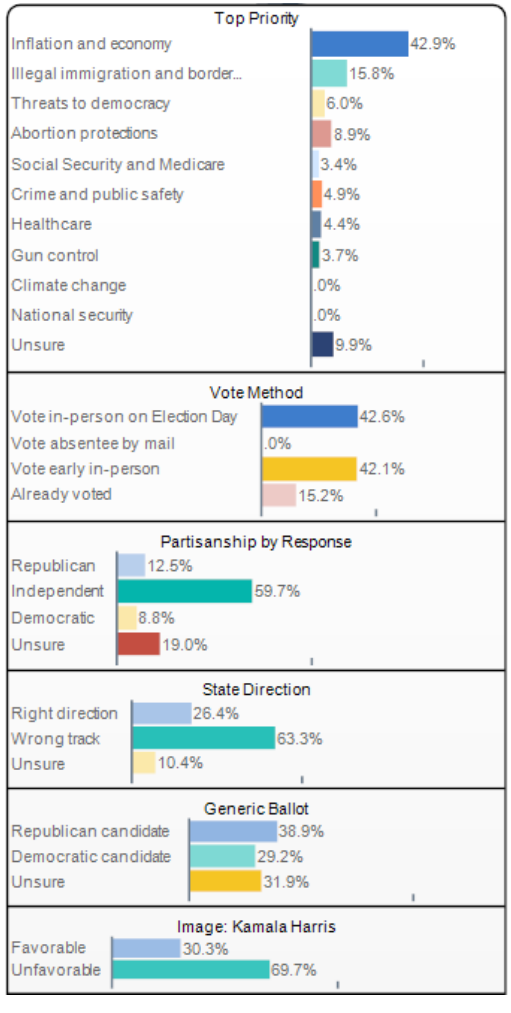
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	DFW/NorthEast	Houseton/GulfC	SA/Astn/Laredo	West Texas	Republican	Independent	Democrat	White	Hispanic	Black	Swing Voters	Trump '20	Biden '20	Already Voted	Have Not Voted	1 of 4	2 of 4	3 of 4	4 of 4
Less than 5 years	7%	2%	4%	5%	4%	5%	6%	3%	4%	2%	10%	4%	4%	6%	3%	5%	2%	7%	4%	5%	4%	6%	4%	19%	2%	1%	0%
Between 5 to 10 years	5%	4%	6%	5%	10%	2%	4%	7%	4%	4%	9%	3%	3%	8%	6%	5%	4%	6%	5%	4%	6%	4%	6%	10%	13%	3%	1%
Between 10 to 20 years	15%	7%	14%	4%	12%	8%	11%	12%	13%	6%	13%	10%	11%	13%	9%	12%	8%	12%	12%	10%	9%	9%	12%	10%	12%	9%	9%
More than 20 years	73%	85%	77%	86%	74%	86%	78%	77%	78%	88%	67%	83%	81%	72%	81%	79%	86%	75%	79%	82%	81%	81%	78%	61%	73%	86%	89%
Unsure	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%

What are your primary sources for news? Select up to three options.

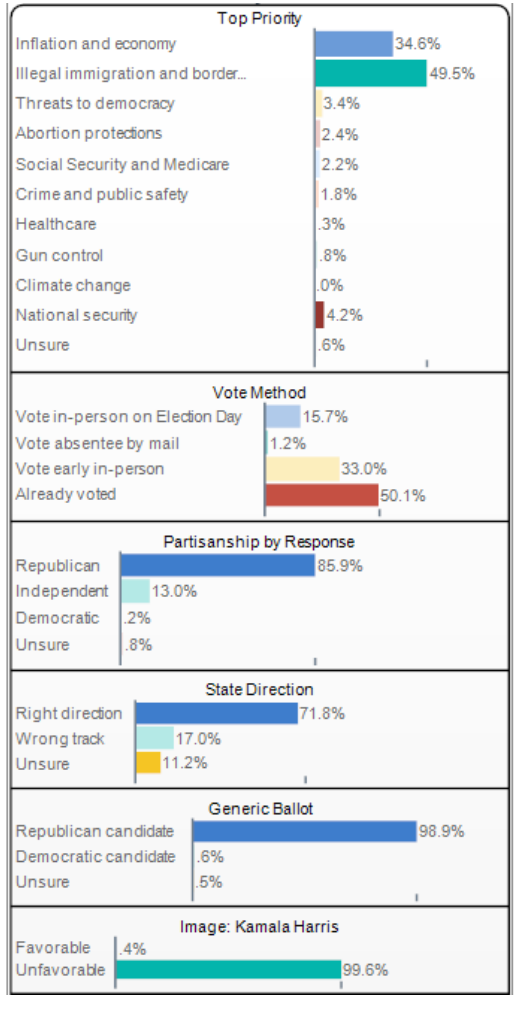
CYGNAL

Segmentation Analysis:

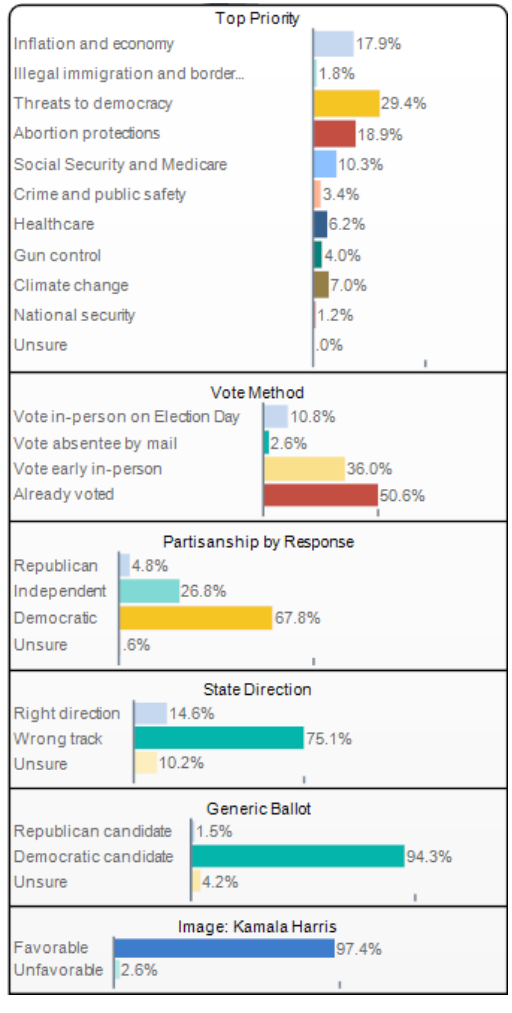
Independents (9%)



GOP Base (48%)



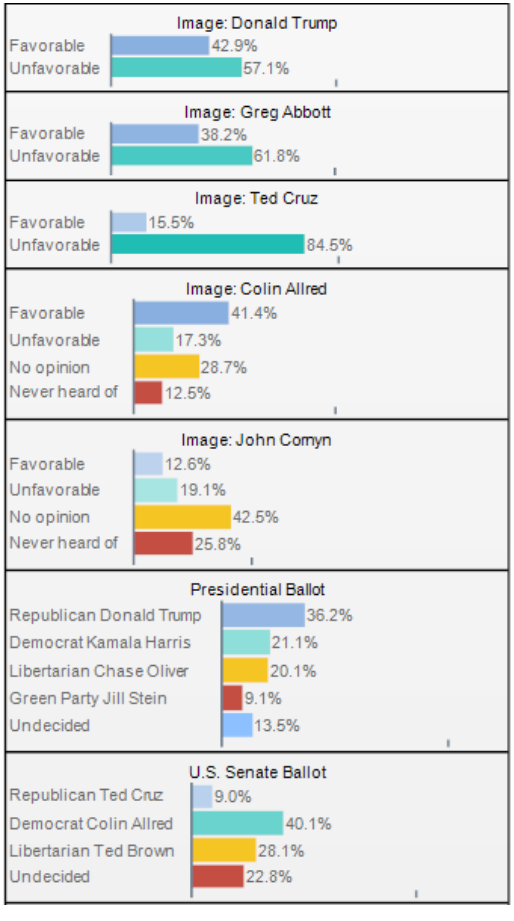
Dem Base (43%)



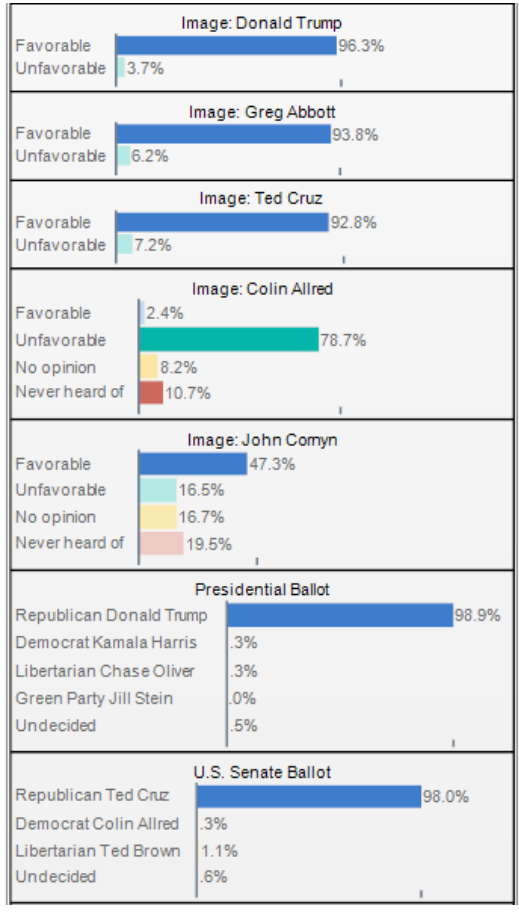
CYGNAL

Segmentation Analysis:

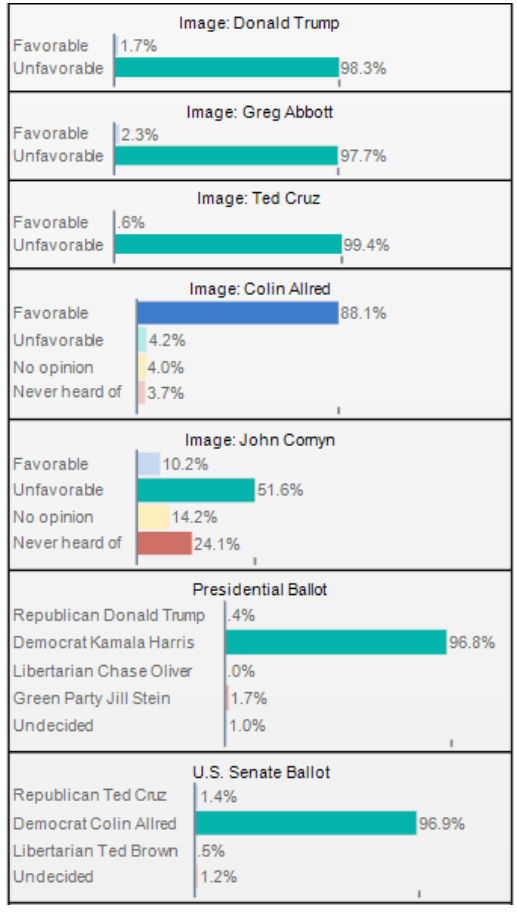
Independents (9%)



GOP Base (48%)

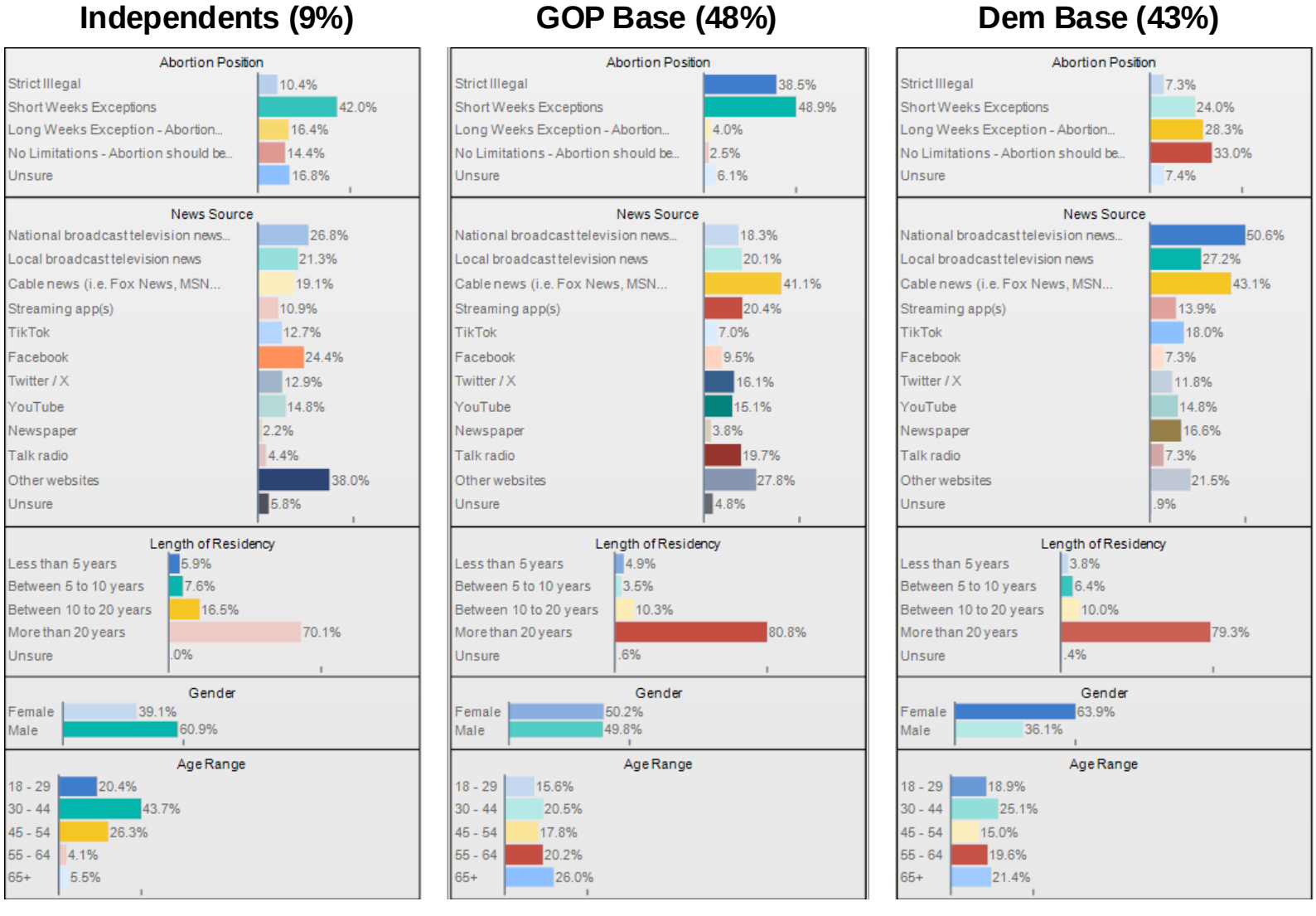


Dem Base (43%)



CYGNAL

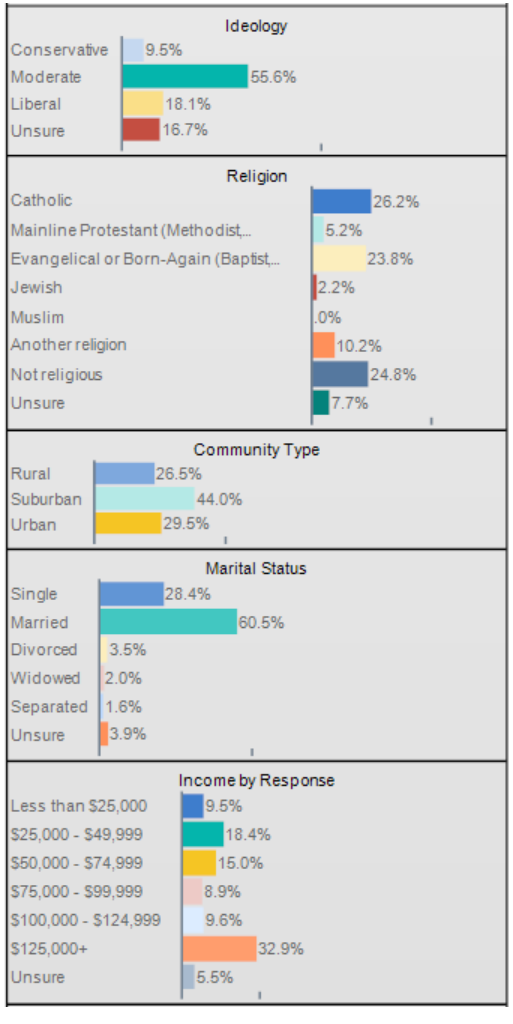
Segmentation Analysis:



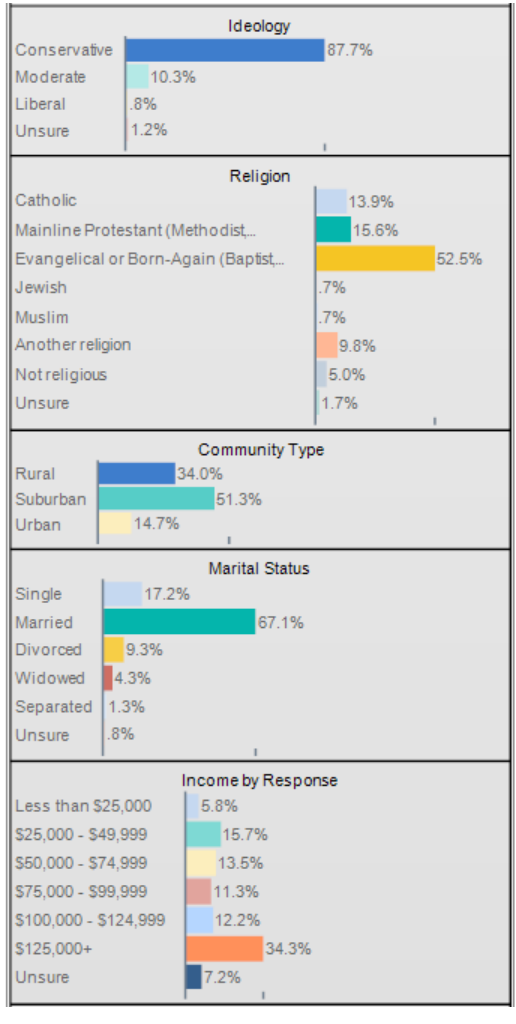
CYGNAL

Segmentation Analysis:

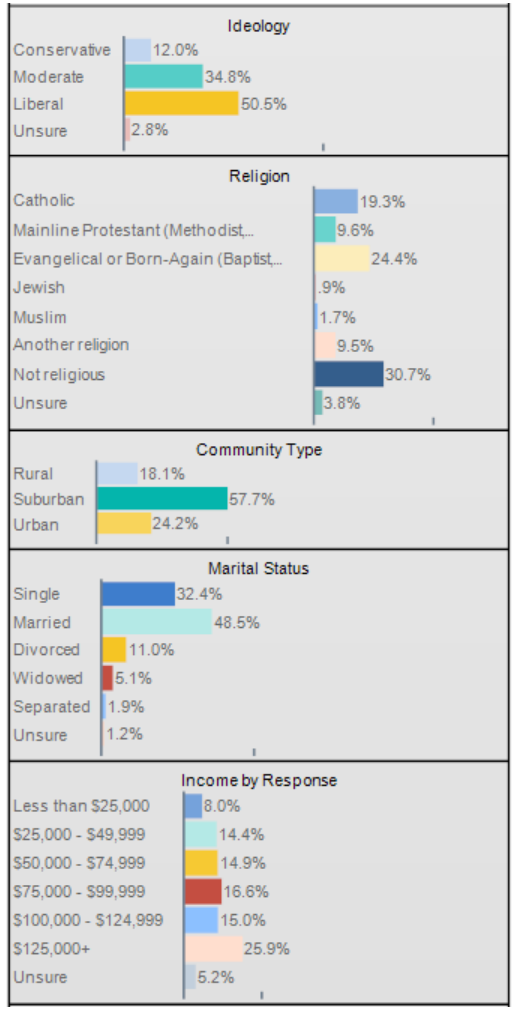
Independents (9%)



GOP Base (48%)



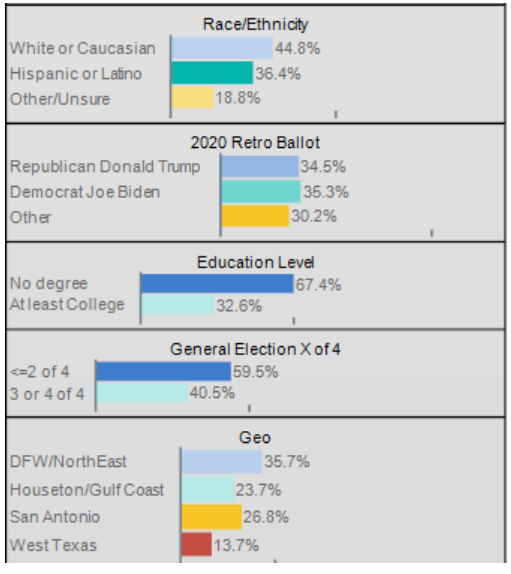
Dem Base (43%)



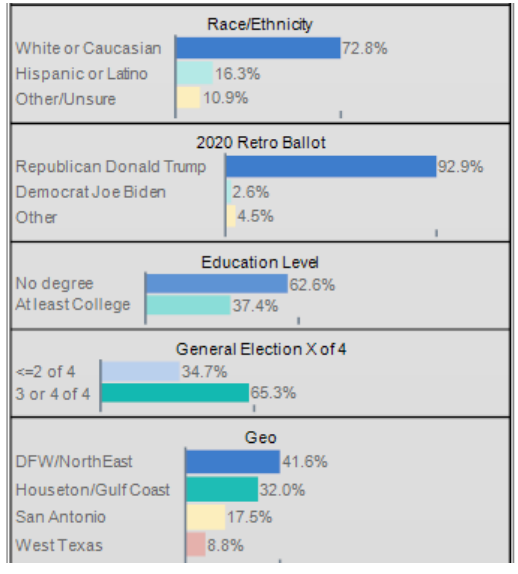
CYGNAL

Segmentation Analysis:

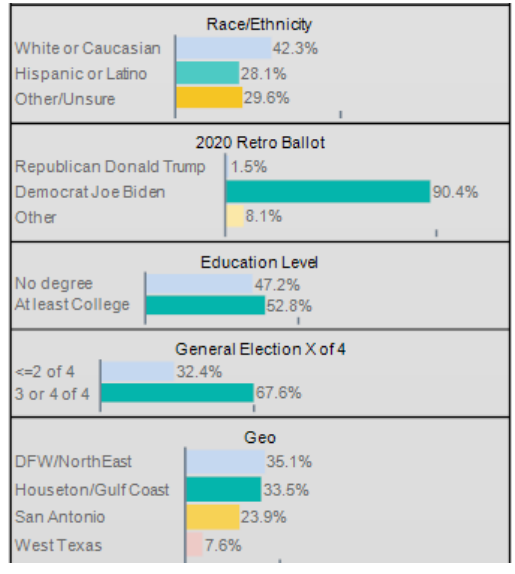
Independents (9%)



GOP Base (48%)



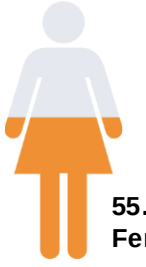
Dem Base (43%)



CYGNAL

Demographics

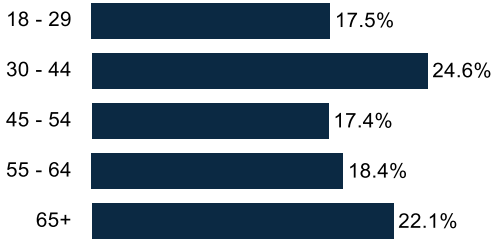
Sex



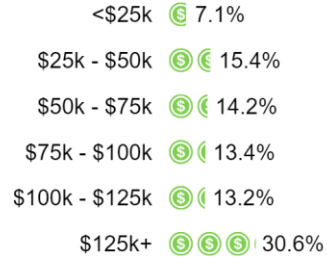
55.0%
Female

45.0%
Male

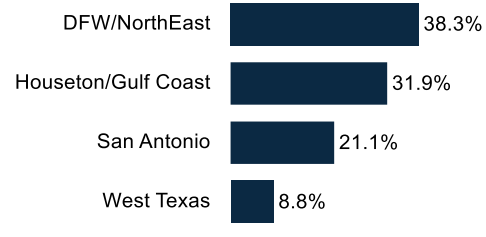
Age Range



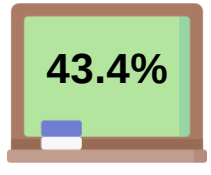
Household Income



Geo - DMA



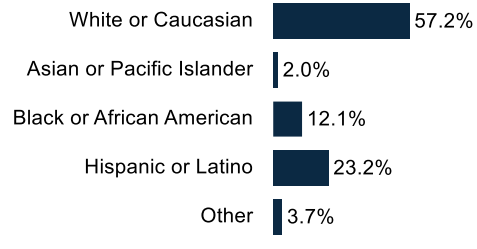
Education



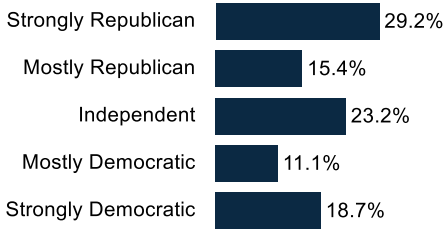
have at least
a College degree

56.3% have no college degree

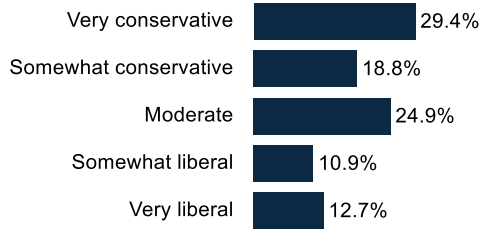
Race/Ethnicity



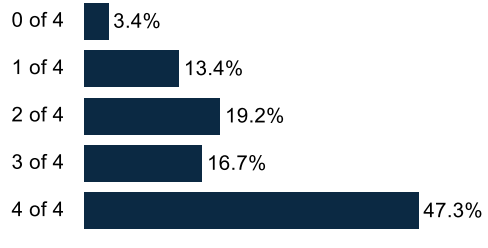
Partisanship



Ideology



Election X of 4



Sample size: 600

CYGNAL

Methodology

This probabilistic survey was conducted October 26 - 28, 2024, in English, using registration-based sampling (RBS) techniques. A total of 600 respondents registered to vote in the State of Texas participated via SMS-to-web and live phone interviews. The survey has a margin of error of ±4.00% at the 95% confidence level.

Voter contact lists were sourced from Cygnal's proprietary voter file, which is regularly updated and maintained to reflect current voter registrations. The sample was stratified by geography (county groupings), registered political party, gender, and age to ensure representativeness. Each potential respondent was assigned a unique URL for survey entry through Qualtrics. Data quality protocols included checks for length of interview outliers, straightlining, duplicate IP addresses, and voter demographic consistency with the voter file.

The survey data were weighted to reflect the 2024 General Election Likely Voter population. Weighted variables include DMA grouping, gender, age, registered political party, race, ethnicity, and education. Population estimates for geography, gender, age, and political party were derived from Cygnal's proprietary voter file. Estimates for race and education were sourced from the 2022 American Community Survey and adjusted for a likely voter audience based on historical voting patterns and stated intent to vote.

Question wording on the toplines is consistent with the survey script and delivery in Qualtrics and by live interviewers. This survey was conducted internally by Cygnal's team and was not sponsored by any third party.