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**BARBARA
JORDAN**

PUBLIC POLICY RESEARCH
AND SURVEY CENTER

**THE STATE OF BLACK VOTER OPINION IN TEXAS:
BETWEEN JASMINE CROCKETT'S MARCH PRIMARY DEFEAT
AND THE NOVEMBER U.S. SENATE ELECTION**

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The Barbara Jordan Public Policy Research and Survey Center at Texas Southern University conducted a representative survey of 500 Black Texans (margin of error of +/- 4.38%) who voted in one or more of the following recent elections: the November 2022 Midterm Election, the November 2024 Presidential Election, and the March 2026 Party Primary Elections. The survey of these Black Texas voters was fielded (in English and Spanish) between July 27 and August 2, 2026 by contacting registered voters via SMS text messages through which the respondents were directed to an online survey platform.

This report provides the opinion of these Black Texas voters on the role of race in the voting decisions of non-Black voters in the March 2026 Democratic U.S. Senate primary and of the extent to which the Democratic Party in Texas takes the support of Black Texans for granted. The report also evaluates the impact of Texas State Representative James Talarico's defeat of Congresswoman Jasmine Crockett in the March Democratic U.S. Senate primary on the likelihood that Black Texans will turn out to vote in the November of 2026 general election, as well as provides Black voters' evaluations of Jasmine Crockett, James Talarico, Texas Attorney General Ken Paxton, President Donald Trump, and other Texas statewide candidates.

For information on the vote intention of Black Texas likely voters in the November 2026 Texas statewide elections, please consult the companion to this report: "Texas 2026: U.S. Senate, Governor, and Other Statewide Races." That report, for instance, shows that in the Texas U.S. Senate election, 79% of Black likely voters intend to vote for Democrat James Talarico, 12% for Republican Ken Paxton and 2% for Libertarian Ted Brown, with 7% still undecided.

EXECUTIVE SUMMARY

54% of Black Texas voters believe that Jasmine Crockett's race was very important in influencing non-Black Democratic primary voters' decisions not to vote for Crockett in the March 2026 Texas Democratic primary, with another 26% of the opinion that Crockett's race was somewhat important. In sum, 80% of Black Texas voters believe Crockett's race played an important role in non-Black Democratic primary voters' decisions to vote for James Talarico rather than for Crockett.

Only 20% of Black Texas voters believe Crockett's race was not very (11%) or not at all (9%) important to non-Black Democratic primary voters' decisions to not vote for the congresswoman in the March Democratic primary.

77% of Black Texas voters agree (43% strongly and 34% somewhat) with the statement that the Democratic Party in Texas takes Black voters for granted, compared to 23% who disagree with this statement (12% strongly and 11% somewhat).

Only 7% of these recent Black Texas voters report that Jasmine Crockett's loss to James Talarico in the March 2026 Democratic primary has reduced the likelihood that they will turn out to vote in the November 2026 election, while 32% report that they are now more likely to vote in

November as a result of the outcome of the primary, with the remaining 61% reporting that Crockett's primary loss had no impact on their likelihood of turning out to vote in November.

Jasmine Crockett is viewed favorably by 84% of Black Texas voters and unfavorably by 14%, with 2% not knowing enough about her to have an opinion.

James Talarico is viewed favorably by 71% of Black Texas voters and unfavorably by 15%, with 14% not knowing enough about him to have an opinion.

Ken Paxton is viewed favorably by 11% of Black Texas voters and unfavorably by 83%, with 6% not knowing enough about him to have an opinion.

Donald Trump is viewed favorably by 8% of Black Texas voters and unfavorably by 89%, with 3% not knowing enough about him to have an opinion.

SURVEY POPULATION DEMOGRAPHICS

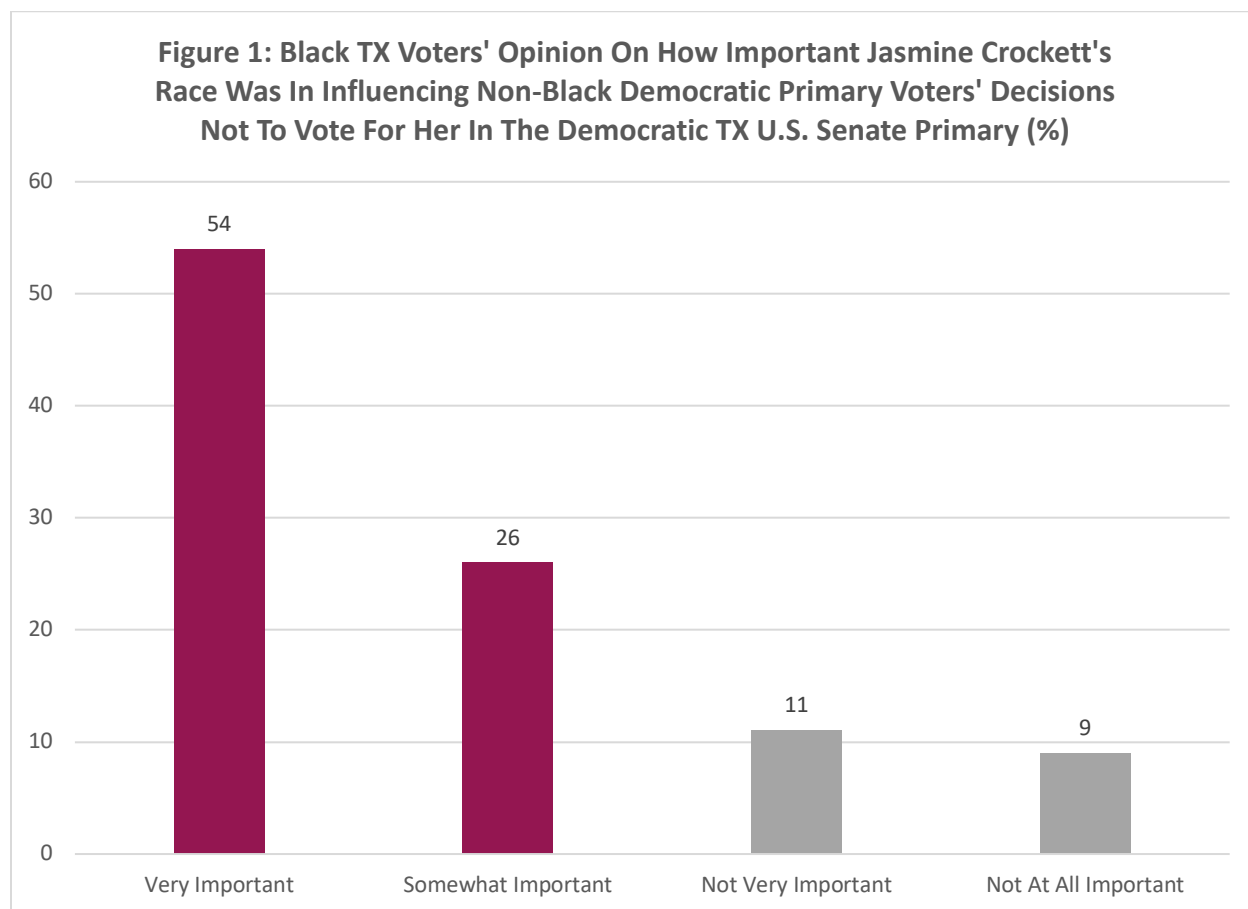
Women account for 57% of these Black Texas voters and men for 43%. Almost one-fifth (17%) of the population is between the ages of 18 and 34, 37% is between the ages of 35 and 54, and 46% is age 55 and older. Just under two-fifths (38%) of these Black Texas voters have a four-year college degree, while 62% do not. The distribution of partisan identifiers among these Black Texas voters is 82% Democratic, 9% Republican and 7% Independent, with 1% identifying with another party and 1% unsure of their partisanship.

CROCKETT'S RACE & THE DECISION OF NON-BLACK PRIMARY VOTERS NOT TO VOTE FOR HER

The March 2026 Texas Democratic Party primary set a record for Texas Democratic primary turnout in a non-presidential election year, driven by the marquee U.S. Senate race between Congresswoman Jasmine Crockett and Texas State Representative James Talarico. Talarico (who is White) defeated Crockett (who is Black) by 6.3 percentage points (52.5% to 46.2%), with Ahmad Hassan garnering 1.3% of the vote. In all, 2.3 million Texans turned out to vote in the election.

In the survey, these Black Texas voters were asked: "How important, if at all, do you think Jasmine Crockett's race was in influencing non-Black Democratic primary voters' decisions not to vote for her in the March 2026 Democratic Texas U.S. Senate primary?" The response options were very important, somewhat important, not very important, not at all important, and don't know. In the analysis below the 13% of the respondents who answered "don't know" are excluded.

Figure 1 provides the distribution of the responses of these Black Texas voters, with 54% of the opinion that Crockett's race was very important in influencing the decisions of non-Black Democratic primary voters to not vote for her in the March 2026 primary, with another 26% believing that her race was somewhat important in the decision by these voters to cast a ballot for Talarico instead of Crockett.



In sharp contrast, only 20% of these Black Texas voters believe Crockett's race was either not very important (11%) or not at all important (9%) in influencing the choice made by Democratic primary voters who did not vote for Crockett in March.

In sum, 80% of Black Texas voters believe Crockett's race played an important role in the decision by non-Black Democratic primary voters to cast their ballot for James Talarico, rather than for Jasmine Crockett, in the March 2026 Democratic Texas U.S. Senate primary.

Table 1 provides the proportion of Black Texas voters who believe Crockett's race played a very important, somewhat important, or not very/not at all important role in the vote choice of non-Black Democratic primary voters who cast ballots in the March Democratic Texas U.S. Senate primary, broken down by gender, age, education, partisanship and region of residence (Metro Houston, Metro Dallas-Fort Worth [DFW]).

Table 1: Black Voter Opinion on the Importance of Race in Influencing Primary Voters' Decisions Not to Vote for Crockett (%)				
Socio-Demographic	Sub-Group	Very Important	Somewhat Important	Not Very or Not At all Important
Overall		54	26	20
Gender	Women	63	25	12
	Men	42	27	31
Age	18-34	66	10	24
	35-54	57	27	16
	55+	47	33	20
Education	4 Yr College Degree	50	31	19
	No 4 Yr College Degree	57	23	20
Partisanship	Democratic	59	27	14
	Independent	43	24	33
	Republican	22	18	60
Region	Metro Houston	60	22	18
	Metro DFW	55	26	19

Given the comparatively small size of the survey population, sub-group analysis is constrained. That said, there is one statistically significant finding that is worthy of note. Black women (63%) are notably more likely than Black men (42%) to believe that Crockett's race played a very important role in the decision of non-Black Democratic primary voters to vote for Talarico instead of Crockett in the March 2026 Texas Democratic primary.

TO WHAT EXTENT DOES THE DEMOCRATIC PARTY IN TEXAS TAKE BLACK VOTERS FOR GRANTED

In the survey, these Black Texas voters were asked: “Please indicate whether you agree or disagree with the following statement: ‘The Democratic Party in Texas takes Black voters for granted.’” The response options were strongly agree, somewhat agree, somewhat disagree, strongly disagree and don’t know. In the analysis below the 5% of the respondents who answered “don’t know” are excluded.

Figure 2 provides the distribution of the responses of these Black Texas voters. More than three-fourths (77%) of these Black Texans agree (43% strongly and 34% somewhat) with the statement that the Democratic Party in Texas takes Black voters for granted, with only 23% disagreeing with the statement (11% somewhat and 12% strongly).

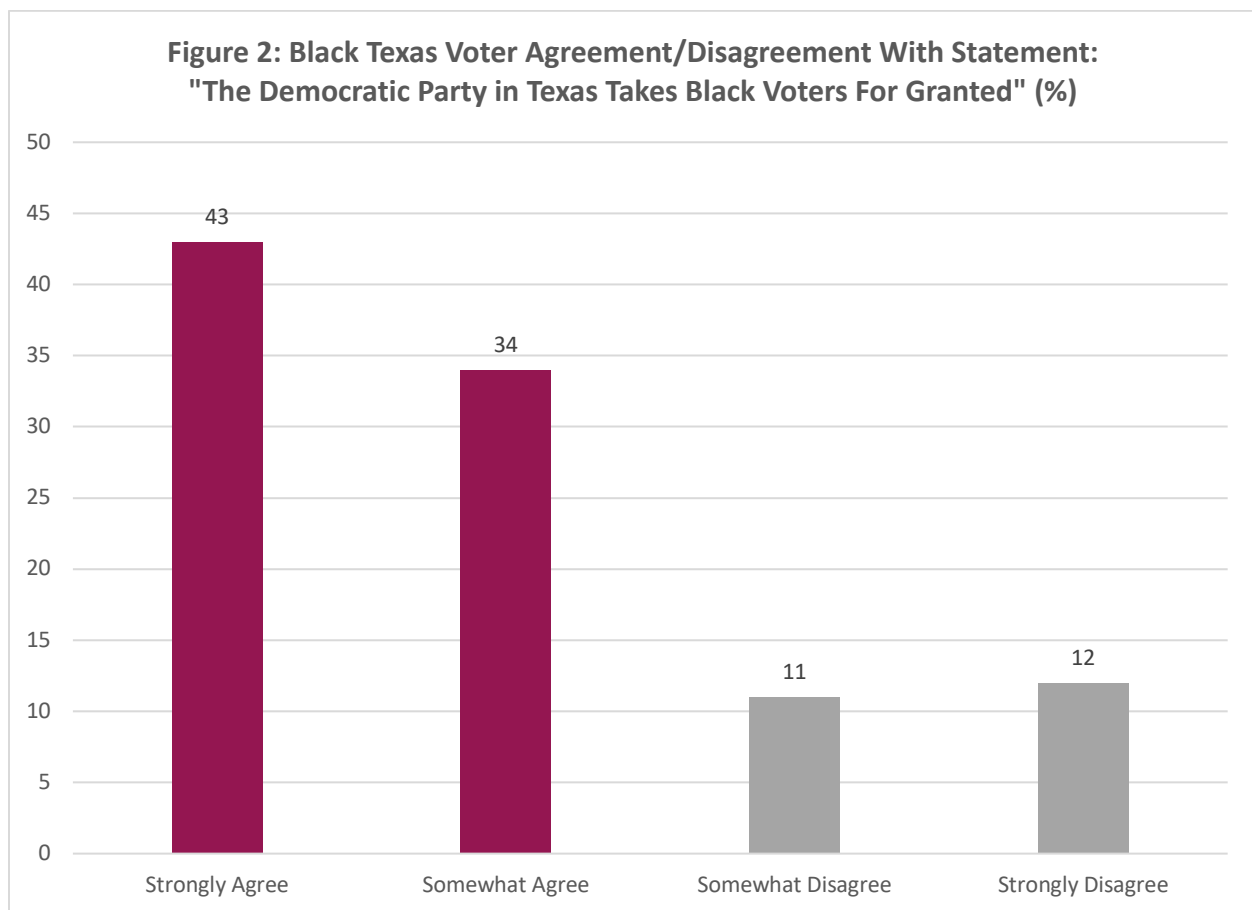


Table 2 provides the proportion of Black Texas voters who agree (strongly or somewhat) and disagree (strongly or somewhat) that the Democratic Party in Texas takes Black voters for granted, broken down by gender, age, education, partisanship and region of residence (Metro Houston, Metro Dallas-Fort Worth).

Table 2: Black Voter Agreement With Statement that Democratic Party Takes Black Voters for Granted (%)			
		Strongly or Somewhat	Strongly or Somewhat
Socio-Demographic	Sub-Group	Agree	Disagree
Overall		77	23
Gender	Women	78	22
	Men	75	25
Age	18-34	80	20
	35-54	83	17
	55+	71	29
Education	4 Yr College Degree	79	21
	No 4 Yr College Degree	76	24
Partisanship	Democratic	74	26
	Independent	93	7
	Republican	91	9
Region	Metro Houston	80	20
	Metro DFW	78	22

Given the comparatively small size of the survey population, sub-group analysis is constrained. That said, there is one finding that is worthy of note, although it is not statistically significant. Black Texas Democrats (74%) are less likely to believe that the Democratic Party in Texas takes Black Texans for granted than are the combined group of Black Texans who identify as Independents, Republicans or as something else (92%). It is however important to note that three-fourths of Black Democratic voters believe the Democratic Party in Texas takes Black voters for granted.

IMPACT OF CROCKETT'S DEFEAT ON BLACK TEXANS' LIKELIHOOD OF VOTING IN NOVEMBER

In the survey, these Black Texas voters were asked: "In March, James Talarico defeated Jasmine Crockett in the Democratic primary for Texas U.S. Senate. Thinking about that outcome, did it affect your likelihood of voting in the November 2026 general election? Are you now?" The response options were: much less likely to vote, somewhat less likely to vote, no effect on my likelihood of voting, somewhat more likely to vote, and much more likely to vote.

Figure 3 highlights that more than three-fifths of Black Texans report that Crockett's defeat in the March 2026 Democratic primary had no impact on their likelihood of voting in November, while close to one-third (32%) say that Crockett's defeat has made it more likely (27% much more likely and 5% somewhat more likely) that they will turn out to vote in November. Conversely, fewer than one in ten (7%) Black Texans report that they are now less likely (5% much less likely and 2% somewhat less likely) to vote in November due to Talarico's defeat of Crockett in March.

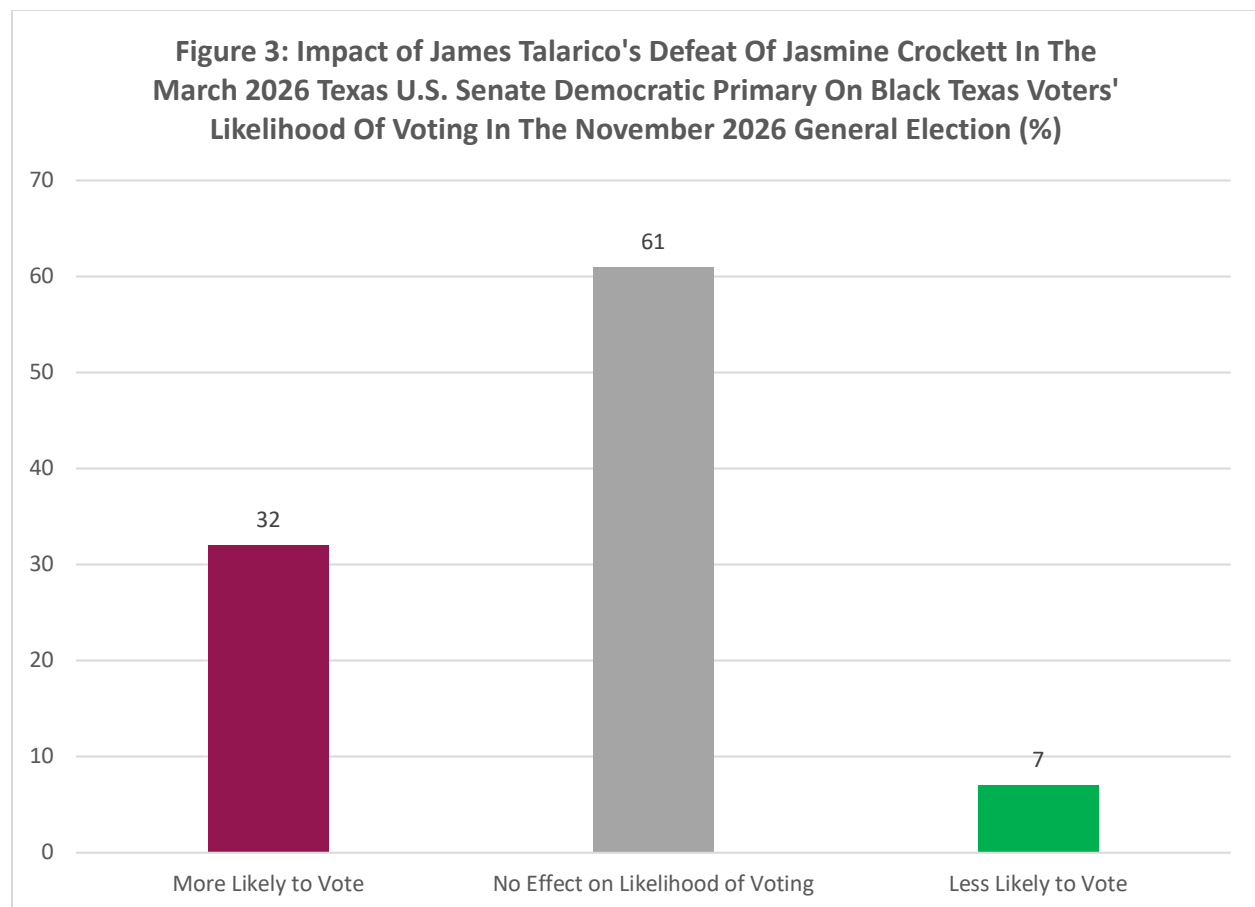


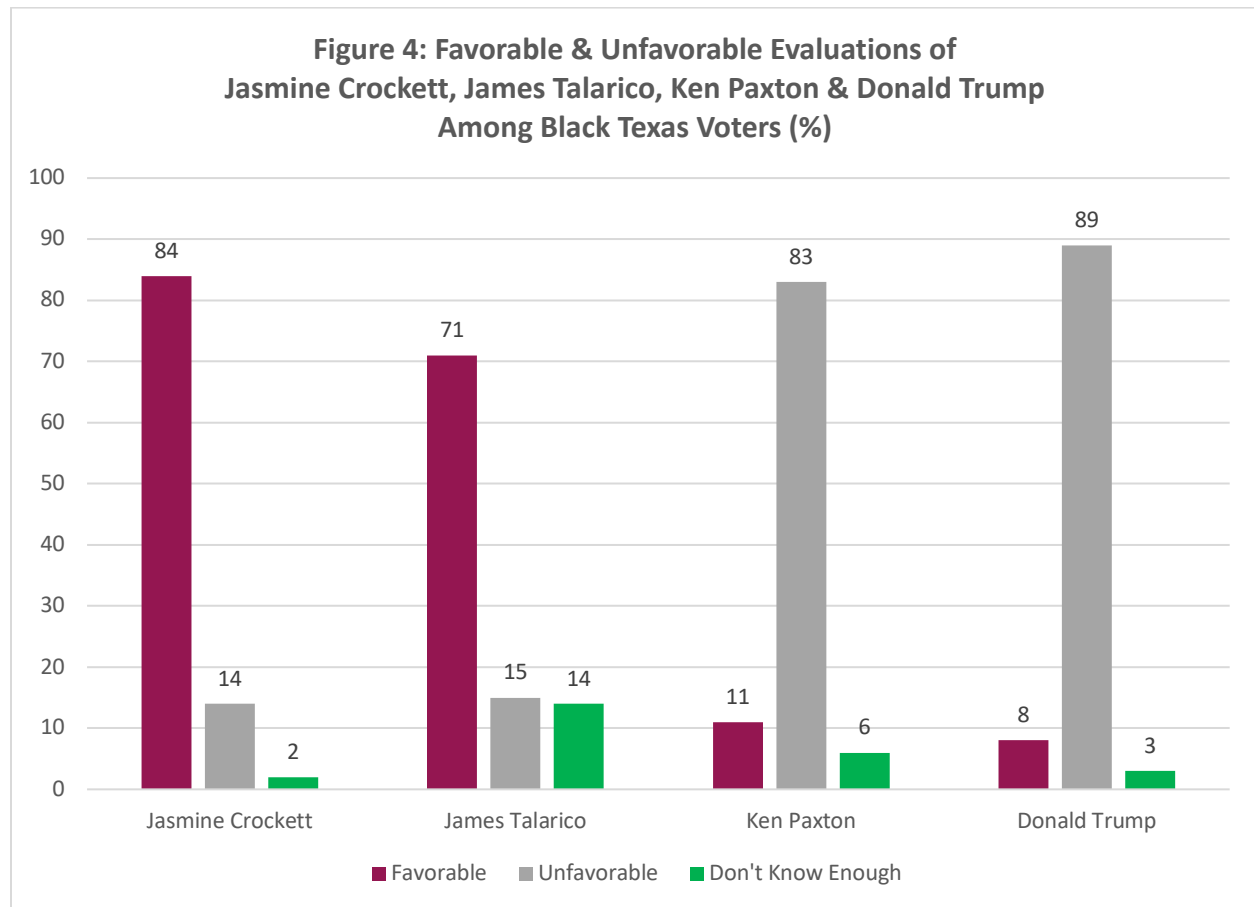
Table 3 provides the proportion of Black Texas voters who report being more likely, less likely and neither more nor less likely (no effect) to vote in November as a result of Crockett's loss in March, broken down by gender, age, education, partisanship and region of residence (Metro Houston, Metro Dallas-Fort Worth). There are not any noteworthy sub-group differences in the likelihood that members of different sub-groups will turn out to vote in November due to the outcome of the March Democratic primary.

Table 3: Impact of Crockett's Defeat in Dem. Primary on Likelihood of Black Texans Voting in November (%)

Socio-Demographic	Sub-Group	More Likely	No Effect	Less Likely
Overall		32	61	7
Gender	Women	30	63	7
	Men	34	59	7
Age	18-34	17	66	17
	35-54	34	62	4
	55+	35	59	6
Education	4 Yr College Degree	24	67	9
	No 4 Yr College Degree	37	57	6
Partisanship	Democratic	31	61	8
	Independent	52	48	0
	Republican	21	69	10
Region	Metro Houston	38	54	8
	Metro DFW	26	67	7

FAVORABLE & UNFAVORABLE EVALUATIONS OF CROCKETT, TALARICO, PAXTON AND TRUMP

In the survey, these Black Texas voters were asked if they had a favorable or unfavorable opinion of multiple political figures, or, if they did not know enough about the political figures to have an opinion of them, one way or another. Figure 4 provides the proportion of Black Texas voters who have a favorable and unfavorable opinion of Jasmine Crockett, James Talarico, Ken Paxton and Donald Trump, along with the proportion who do not know enough about these politicians to have an opinion of them.



Crockett is viewed favorably by 84% of Black Texas voters and unfavorably by 14%, with 2% not knowing enough about Crockett to have an opinion of her. Talarico is viewed favorably by 71% of Black Texas voters and unfavorably by 15%, with 14% not knowing enough about Talarico to have an opinion of him. Crockett's net-favorability rating (percentage favorable minus percentage unfavorable) among Black Texas voters is +70% and Talarico's is +56%.

In sharp contrast, Talarico's 2026 Texas U.S. Senate Republican rival, Paxton, is viewed favorably by 11% of Black Texas voters and unfavorably by 83%, with 6% not knowing enough about Paxton to have an opinion of him. And, President Trump is viewed favorably by 8% of Black Texas voters and unfavorably by 89%, with 3% not knowing enough about Trump to have an opinion. Paxton and Trump's respective net-favorability ratings among Black Texas voters are -72% and -81%.

FAVORABLE & UNFAVORABLE EVALUATIONS OF DEMOCRATIC STATEWIDE CANDIDATES

As highlighted above, Democratic Texas U.S. Senate candidate James Talarico is a known commodity to most (86%) Black Texas voters, and, among those who are familiar with him, is viewed favorably by an overwhelming majority (71% vs. 15%). With one modest exception, Gubernatorial candidate Gina Hinojosa, only a small minority of Black Texas voters know enough about the other statewide Democratic candidates to have an opinion of them (see Table 4). Close to two-thirds (66%) of Black Texas voters are familiar Hinojosa, with 58% having a favorable opinion of her and 8% an unfavorable opinion.

Table 4: Black Texas Voters' Evaluations of Seven Democratic Texas Statewide Candidates (%)			
Candidate	Favorable	Unfavorable	Don't Know Enough
James Talarico	71	15	14
Gina Hinojosa	58	8	34
Vikki Goodwin	25	7	68
Nathan Johnson	20	8	72
Sarah Eckhardt	15	6	79
Jon Rosenthal	11	8	81
Benjamin Flores	9	8	83

The proportions of Black Texas voters who know enough about these other Democratic statewide candidates to have an opinion of them range from the highs of Lieutenant Governor candidate Vikki Goodwin (32%) and Attorney General candidate Nathan Johnson (28%) to the lows of Comptroller candidate Sarah Eckhardt (21%), Railroad Commissioner candidate Jon Rosenthal (19%) and Land Commissioner candidate Benjamin Flores (17%).

The background of the entire page is a collage of American flags and circular buttons with the word 'VOTE' and stars. The flags are in various orientations, some overlapping. The buttons are also in various orientations, some overlapping. The text is centered over this background.A small sunburst graphic with thin lines radiating from a central point, positioned above the name.

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