

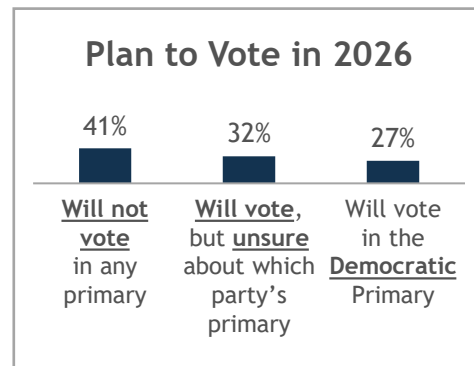
## Analysis of Republican Voters Not Participating in the 2026 Texas Primaries

TO: INTERESTED PARTIES  
 FROM: RAGNAR RESEARCH PARTNERS  
 DATE: 05/11/2026

- Over the course of the Texas Republican primary, Ragnar Research observed a concerning trend - anecdotal feedback from our partners that an increasing number of Republican primary voters were screening out. **Most of these respondents were voters who have shown up for Republican primaries in the past.**
- In order to gauge what impact this might have on the Texas primary and this cycle as a whole, we conducted reviews of two datasets\*:
  - 4,269 terminated interviews collected over 23 districts in the final weeks leading up to the Texas primaries.
  - 636 terminated interviews who were asked specifically why they won't be voting this year.
  - A majority of these voters (91%) have participated in at least one of the last four Texas primaries (2024, 2022, 2020, 2018), with one-third that are high propensity (31% voted in 3 or 4 of the last 4).
- The TLDR/ Official Findings:**
  - Decades of monitoring Republican primaries in Texas, combined with a robust dataset of over 4,200 terminated interviews from the closing weeks of the primary, point to a troubling pattern: **historically reliable GOP voters are showing signs of disengagement**, either sitting out this cycle or, in some cases, shifting their partisan affiliation entirely. Suburban districts appear to be feeling this most acutely.
  - While base enthusiasm has traditionally been a lower priority of ours in likely voter survey design, what we observed in the Texas primaries suggests that assumption needs revisiting for 2026. When broad segments of a reliable base show signs of disengagement, a standard likely voter screen can mask their absence in the electorate. **We recommend building an explicit enthusiasm and turnout mechanism into your survey design** – one that can identify where base voters are checked out and where mobilization efforts are most needed.

### They've voted Republican before, but will they again?

The Texas open primary system allows voters to participate in a party primary of their choice. The survey terminated if a respondent indicated that they would not vote, would vote but did not know in which primary, or would vote in the Democratic primary. Of the voters who screened out of our Republican Primary surveys in Texas, almost half (41%) said they would not vote in any primary. 32% indicated they were unsure about what primary and 27% indicated that they would vote in the Democratic primary. Nearly all of these voters have participated in the past.



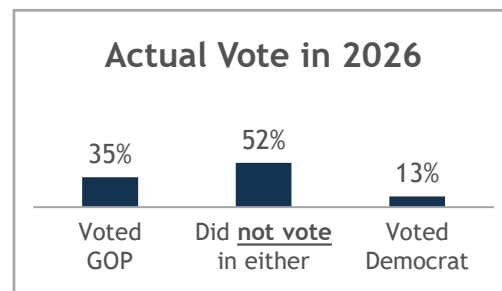
### So, did they do what they said they would?

\* Interviews for both datasets were conducted by live dial, including 93% cell phones and 7% landlines.  
 Question text: [Likelihood to Vote] And how likely would you say you are to vote in this year's primary elections for U.S. Senate, Congress, Governor, and other state and local offices? Would you say you will...  
 [Party Primary] And as you may know, in Texas a voter may choose to vote in the Republican or Democratic primary but may not vote in both. Which party's primary would you say that you plan to vote in for the 2026 primary election?

## If they say they won't vote... believe them

Of the voters who screened out of taking our surveys, **35%** ended up voting in the GOP primary. However, **over half stayed home** and **13%** ended up switching parties and opted into voting in the Democratic primary.

Nearly two-thirds of voters who said they did not intend to participate this year, did in fact stay home (60%). Voters who said they would vote but hadn't decided on which parties' primary to participate in were the most likely to still show up for the GOP (43%), but even among this group just under half stayed home (49%).



And most concerningly, voters who indicated they would be switching to the Democratic primary this year actually did what they threatened to some degree. These voters were the least likely to still show up for the GOP (26%), with more staying home (40%) or voting in the Democratic primary (30%).

One positive note is that this behavior is less consistent between low propensity and high propensity Republican primary voters. Low propensity voters (voted in 1 to 2 of the last 4) were the most likely to stay home, regardless of what they said they'd do. High propensity voters (3 to 4 of the last 4) who said they would not participate at all or would participate but hadn't chosen a party, were somewhat more likely to still show up for the GOP (59% to 63%). But once high propensity voters say they'll vote Dem, we need to listen to them. **Over half of our most reliable voters who said they'd switch parties either stayed home or voted Democrat this year.** These findings on party switchers are consistent with other data and research conducted regarding the [2026 Texas Primaries](#).

The bad news is that low propensity RPVs who said they wouldn't show up, didn't. And that should be a real red flag as we look forward to the general elections. Looking at Texas alone, high propensity RPVs make up roughly 1 in 10 general election voters (10% in 2024, 13% in 2022) while low propensity RPVs make up roughly 2 in 10 general election voters (18% in 2024, 22% in 2022).\*

**If we're having problems now with some of the voters who should be our most loyal, why is this happening and can it be corrected before the general election?**

	Total	Vote History (out of last 4)			Intent: Will <u>not</u> vote			Intent: Will vote, unsure			Intent: Will vote Dem		
		0	1-2	3-4	Total	VH 1-2	VH 3-4	Total	VH 1-2	VH 3-4	Total	VH 1-2	VH 3-4
Sample Size	100%	9%	60%	31%	41%	25%	12%	32%	18%	11%	26%	16%	7%
Voted GOP	35%	4%	29%	58%	35%	29%	59%	43%	35%	63%	26%	21%	48%
Did Not Vote	52%	82%	58%	32%	60%	66%	37%	49%	56%	30%	44%	47%	26%
Voted Dem	13%	13%	14%	10%	5%	5%	4%	8%	9%	7%	30%	32%	26%

*The concern with RPVs who say they're voting Democrat this year is more pronounced in the suburbs. Of those voters in the suburbs who said they would vote in the Democratic primary, 37% did vote in the Dem primary. This is true regardless of vote history (37% of low propensity voted Dem, 36% of high propensity voted Dem).*

\* Turnout statistics are based on L2 data on registered Texas voters.

## Straight from the horse's (or the voter's) mouth

We went straight to the source and asked verbatims on respondents who screened out to figure out exactly what they're thinking. **28% of voters with a GOP vote history that screened out of our surveys indicated that it was due to differences with the Republican party.** This was the primary reason cited among RPVs who voted Democrat this year (52%). High (16%) and low (12%) propensity voters who were unsure about which primary they would vote in also stated that they had issues with the Republican party.

Close to follow were sentiments involving the current administration. **Roughly 1 in 4 GOP voters who participated in the Democrat primary cited the current administration as a reason why they were not voting in the Republican primary this year (27%).** The primary drivers for RPVs that did not participate this year were more varied, but still follow a common theme. They were more likely to cite frustration with candidate quality, indecision, cynicism/systemic distrust, and overall disengagement.

Our findings indicate an exhaustion issue with Republican voters, due to a lack of enthusiasm and in extreme cases, the direction of the Republican party and the current administration. As we move into the general elections this year, we need to keep a close eye on which voters continue to opt out of participating and what's driving that behavior. **We cannot afford to simply hope that they'll show up on election day for us.**

Reason Given for not Voting GOP	Total	Voted GOP	Did not vote	Voted Dem
Unhappy with Direction of Republican Party	28%	22%	22%	52%
Unhappy with Current Administration	12%	6%	9%	27%
Specific Complaint w GOP	7%	5%	5%	12%
Candidate Quality	9%	11%	9%	4%
Undecided on Which Primary to Vote In	10%	13%	9%	5%
Cynicism/Systemic Distrust	6%	4%	9%	1%
Disengagement	7%	10%	8%	2%
Logistical Barriers	9%	9%	12%	2%
Other	3%	4%	3%	0%
Don't Know/Refused	13%	16%	14%	6%

*Among high propensity RPVs who voted Democrat, 24% said they felt the GOP has changed/left them. 1 in 4 also cited Trump or the administration as a problem. ICE/immigration and the treatment of people/human rights concerns was a bigger concern in the suburbs (6%) than outside of them (2%).*

## About Ragnar Research

With over 65 years of combined experience in public opinion research, Ragnar Research is proud of our track record of consistent accuracy on behalf of candidates, Fortune 500 companies, global non-profits, and colleges and universities. We have performed research in nearly every state in the US, and every continent except Antarctica. Ragnar Research is a proud member of AAPOR and our extensive body of work reflects our commitment to those values.

Question text: [Reason for Not Voting] You indicated you won't be voting in the Republican primary this year. Could you please tell us the main reason you won't be voting?