University of Texas / Texas Politics Project Poll

Texas Statewide Survey

Field Dates: February 14-24, 2025

N=1200 Registered Voters

Margin of error: +/- 2.83% (3.28% adjusted for weighting) unless otherwise noted1

Interest and Engagement

Q1. Are you registered to vote in the state of Texas?

1. Yes, registered

100%

Q2. Generally speaking, would you say that you are extremely interested in politics and public affairs, somewhat interested, not very interested, or not at all interested?

Q2	Percent
Extremely interested	45
Somewhat interested	40
Not very interested	10
Not at all interested	4
Don't know	1

Q3. There are many elections in the state of Texas. Furthermore, many people intend to vote in a given election, but sometimes personal and professional circumstances keep them from the polls. Thinking back over the past two or three years, would you say that you voted in all elections, almost all, about half, one or two, or none at all?

Q3	Percent
Every election	35
Almost every election	39
About half	11
One or two	10
None	3
Don't know	2

In calculating the margin of error (MOE) for the survey, we provide two calculations, one that compensates for the relative standard deviation of the weights and one that does not. Without taking the variance of the weights into account, the margin of error for the full sample is 2.83%. To compensate for the additional uncertainty from weighting, we apply a multiplier derived from the coefficient of variation of the weights: sqrt(1+CV^2), where CV=sd(weights)/mean(weights). For this weight sensitive calculation, the MOE for the full sample is 3.22%.

Most Important Problem

Q4. What would you say is the most important problem facing this country today? [Randomize]

Q4	Percent
Inflation/rising prices	18
Political corruption/leadership	18
The economy	17
Immigration	9
Federal spending/national debt	6
Moral decline	4
Border security	4
Health care	3
Income inequality	3
Gun control/gun violence	2
National security/terrorism	2
Crime	2
Environment/climate change	2
Taxes	2
China	1
Education	1
Homelessness	1
Abortion	1
Housing	1
Unemployment/jobs	1
Partisan gridlock	1
Russia	1
Social welfare programs	1
The media	1
Middle East instability	0
Artificial Intelligence/AI	0
Opioid/drug abuse	0
Police brutality/police militarization	0
Race relations	0
Gas prices	0
Sexual harassment	0
Foreign trade	0
Energy	0
Electoral fraud	0
Voting rights	0

Q5. What would you say is the most important problem facing the State of Texas today? **[Randomize]**

Q5	Percent
Border security	15
Immigration	14
Inflation/rising prices	13
Political corruption/leadership	12
The economy	8
Education	5
Crime	3
Taxes	3
Health care	3
Housing	2
Energy/The grid	2
Environment/climate change	2
Gun control/gun violence	2
Unemployment/jobs	2
Water supply	2
Moral decline	2
Abortion	2
Race relations	1
State government spending	1
State budget cuts	1
Homelessness	1
The media	1
Gas prices	1
Utility rates	1
Opioid/drug abuse	1
Voting rights	0
Electoral fraud	0
Transportation/roads/traffic	0
Social welfare programs	0
Redistricting	0
Property rights	0
Police misconduct	0
Oil prices	0
Pension funding	0

Retrospective Assessments

Q6. How would you rate the job <u>Donald Trump</u> is doing as president? Would you say that you
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	Approve	Approve	Neither	Disapprove	Disapprove	Don't	TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
			disapprove					
Feb. 2025	35	17	7	6	32	2	52	38
Oct. 2020	33	16	4	5	41	0	49	46
June 2020	32	14	5	6	42	1	46	48
Apr. 2020	36	13	5	6	39	1	49	45
Feb. 2020	33	12	5	6	42	2	45	48
Oct. 2019	32	15	4	6	42	1	47	48
June 2019	34	18	4	5	39	1	52	44
Feb. 2019	34	15	5	5	40	1	49	45
Oct. 2018	36	12	5	5	40	1	48	45
June 2018	29	18	7	6	38	1	47	44
Feb. 2018	30	16	7	7	39	1	46	46
Oct. 2017	27	18	5	8	42	1	45	50
June 2017	25	18	6	7	44	1	43	51

Q7. How would you rate the job the <u>U.S. Congress</u> is doing? Would you say that you...

	Approve	Approve	Neither		Disapprove	Don't	TOTAL	TOTAL
	strongly	somewhat		somewhat	strongly	know	APPROVE	DISAPPROVE
-			disapprove					
Feb. 2025	6	29	22	13	26	5	35	39
Dec. 2024	5	21	25	24	22	4	26	46
Oct. 2024	3	18	22	26	27	3	21	53
Aug. 2024	4	17	22	27	26	3	21	53
June 2024	4	16	20	24	33	4	20	57
Apr. 2024	5	20	18	23	31	3	25	54
Feb. 2024	5	21	17	22	31	4	26	53
Dec. 2023	4	16	17	26	34	3	20	60
Oct. 2023	3	16	18	24	36	2	19	60
Aug. 2023	4	17	20	26	30	3	21	56
June 2023	5	19	22	26	26	3	24	52
Apr. 2023	5	20	20	27	25	4	25	52
Feb. 2023	4	18	23	23	27	4	22	50
Dec. 2022	5	24	17	19	31	3	29	50
Oct. 2022	5	19	18	21	34	3	24	55
Aug. 2022	7	19	17	18	37	2	26	55
June 2022	3	15	17	22	40	3	18	62
Apr. 2022	3	17	20	19	37	3	20	56
Feb. 2022	4	17	18	21	37	4	21	58
Oct. 2021	3	16	17	19	42	4	19	61
Aug. 2021	4	17	17	19	40	4	21	59
June 2021	3	14	18	20	41	3	17	61
Apr. 2021	4	20	17	18	37	3	24	55

Mar. 2021	7	22	19	13	36	3	29	49
Feb. 2021	7	15	17	14	43	4	22	57
Oct. 2020	5	15	17	23	37	3	20	60
June 2020	4	15	16	26	36	3	19	62
Apr. 2020	6	17	18	24	32	3	23	56
Feb. 2020	5	13	16	19	42	4	18	61
Oct. 2019	7	14	18	23	35	4	21	58
June 2019	4	14	19	21	39	3	18	60
Feb. 2019	4	14	18	26	35	3	18	61
Oct. 2018	4	22	16	19	38	2	26	57
June 2018	3	15	18	21	38	4	18	59
Feb. 2018	2	17	16	22	39	3	19	61
Oct. 2017	2	10	15	24	45	3	12	69
June 2017	2	13	15	24	43	4	15	67
Feb. 2017	5	21	20	18	32	5	26	50
Oct. 2016	2	8	18	27	41	4	10	68
June 2016	2	8	16	24	45	5	10	69
Feb. 2016	2	10	17	24	43	4	12	67
Oct. 2015	2	8	17	25	46	3	10	71
June 2015	2	13	21	26	36	2	15	62
Feb. 2015	3	17	19	24	34	3	20	58
Oct. 2014	2	12	13	30	41	2	14	71
June 2014	3	8	15	24	48	3	11	72
Feb. 2014	3	8	15	23	49	2	11	72
Oct. 2013	2	6	12	21	56	3	8	77
June 2013	2	10	16	23	46	2	12	69
Feb. 2013	3	11	12	23	48	3	14	71
Oct. 2012	1	10	18	26	43	3	11	69
May 2012	1	9	16	23	48	3	10	71
Feb. 2012	1	10	14	26	47	2	11	73
Oct. 2011	2	9	10	26	51	2	11	77
May 2011	1	15	19	27	35	3	16	62
Feb. 2011	1	17	19	26	32	4	18	58
Oct. 2009	2	12	11	22	49	4	14	71
June 2009	2	18	22	22	36	0	20	58
Mar. 2009	4	22	22	15	37	0	26	52

Q8A. How would you rate the job <u>Greg Abbott</u> is doing as Governor? Would you say that you...

Q8A. How would you rate the job <u>Greg Abbott</u> is doing as Governor? Would you say that you								
	Approve	Approve	Neither		Disapprove	Don't	TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
E 1 2025	2.4	2.4	disapprove	0	20	2	40	27
Feb. 2025	24	24	12	8	29	3	48	37
Dec. 2024	25 25	30	10	9	25	1	55 	34
Oct. 2024	25	26	10	7	31	2	51	38
Aug. 2024	22	27	8	8	34	1	49	42
June 2024	25	25	9	7	32	2	50	39
Apr. 2024	28	27	8	7	30	2	55	37
Feb. 2024	28	25	8	6	31	2	53	37
Dec. 2023	22	26	9	10	31	2	48	41
Oct. 2023	22	27	9	9	31	1	49	40
Aug. 2023	21	24	8	9	36	2	45	45
June 2023	19	28	10	8	34	2	47	42
Apr. 2023	22	24	10	8	33	2	46	41
Feb. 2023	21	25	10	8	35	2	46	43
Dec. 2022	24	25	9	7	34	1	49	41
Oct. 2022	23	24	7	9	35	2	47	44
Aug. 2022	22	24	8	8	36	2	46	44
June 2022	18	25	11	9	37	1	43	46
Apr. 2022	22	25	11	7	34	2	47	41
Feb. 2022	17	27	12	10	32	3	44	42
Oct. 2021	19	24	8	10	38	2	43	48
Aug. 2021	19	22	7	9	41	2	41	50
June 2021	24	20	10	8	36	1	44	44
Apr. 2021	19	24	11	13	32	2	43	45
Mar. 2021	22	23	10	9	34	1	45	43
Feb. 2021	21	25	12	12	27	3	46	39
Oct. 2020	20	27	12	16	24	2	47	40
June 2020	29	20	10	13	26	3	49	39
Apr. 2020	31	25	9	14	20 18	4	4 5	32
Feb. 2020	30	23 18	11	10	24	7	48	34
Oct. 2019	30	22	15	9	19	6	4 0 52	28
June 2019	29	22	13	9 11	20	5	52 51	31
Feb. 2019	33	18	12	11	21	5	51 52	32
Oct. 2018	36	16	12	9	23	5	52 47	32
June 2018	27	20	13	12	24	5	47 46	36
Feb. 2018	28	18	18	8	23	5	46	31
Oct. 2017	27	21	14	11	22	5	48	33
June 2017	27	18	12	9	29	4	45	38
Feb. 2017	27	18	17	9	24	5	45	33
Oct. 2016	21	21	17	10	23	8	42	33
June 2016	20	22	19	10	21	8	42	31
Feb. 2016	18	23	24	9	20	6	41	29
Oct. 2015	20	22	21	10	19	7	42	29
June 2015	22	24	19	8	20	7	46	28

Oct. 2014	22	24	13	11	27	3	46	38

Q8B. How would you rate the job <u>Dan Patrick</u> is doing as Lieutenant Governor? Would you say that you...

that you								
	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Feb. 2025	16	21	20	7	25	11	37	32
Dec. 2024	16	25	23	7	20	9	41	27
Oct. 2024	15	24	18	6	26	10	39	32
Aug. 2024	16	20	18	7	29	10	36	36
June 2024	16	23	16	7	27	12	39	34
Apr. 2024	18	26	15	6	27	9	44	33
Feb. 2024	18	24	16	5	29	8	42	34
Dec. 2023	15	25	18	6	28	8	40	34
Oct. 2023	14	26	18	7	28	7	40	35
Aug. 2023	14	21	18	8	32	8	35	40
June 2023	15	23	18	6	29	9	38	35
Apr. 2023	18	24	14	7	29	9	42	36
Feb. 2023	15	23	14	7	32	8	38	39
Dec. 2022	19	24	14	5	31	7	43	36
Oct. 2022	19	18	14	7	32	10	37	39
Aug. 2022	17	21	16	5	32	9	38	37
June 2022	16	19	16	6	34	9	35	40
Apr. 2022	17	20	16	6	30	10	37	36
Feb. 2022	14	19	20	7	27	12	33	34
Oct. 2021	17	18	15	6	33	10	35	39
Aug. 2021	17	16	13	7	35	11	33	42
June 2021	19	17	16	6	31	11	36	37
Apr. 2021	19	16	15	6	33	11	35	39
Mar. 2021	22	15	17	6	31	10	37	37
Feb. 2021	20	17	15	5	31	12	37	36
Oct. 2020	18	19	13	6	31	12	37	37
June 2020	22	17	12	6	32	11	39	38
Apr. 2020	20	20	13	7	29	11	40	36
Feb. 2020	21	18	13	7	28	12	39	35
Oct. 2019	22	17	15	9	23	14	39	32
June 2019	22	19	18	6	25	11	41	31
Feb. 2019	24	18	16	6	25	10	42	31
Oct. 2018	27	17	14	5	26	11	44	31
June 2018	18	18	18	8	26	12	36	34
Feb. 2018	19	17	21	8	25	10	36	33
Oct. 2017	16	20	19	7	24	13	36	31
June 2017	15	19	18	8	28	11	34	36
Feb. 2017	16	16	24	8	23	14	32	31
Oct. 2016	12	19	20	9	22	18	31	31

June 2016	12	19	24	8	22	15	31	30
Feb. 2016	8	19	30	7	20	16	27	27
Oct. 2015	10	19	28	9	17	16	29	26
June 2015	13	19	28	8	16	15	32	24

Q8C. How would you rate the job <u>Dustin Burrows</u> is doing as Speaker of the Texas House of Representatives? Would you say that you...

Q8C	Percent
Approve strongly	5
Approve somewhat	15
Neither approve nor disapprove	28
Disapprove somewhat	10
Disapprove strongly	16
Don't know	27

Q8D. How would you rate the job <u>Ken Paxton</u> is doing as Attorney General? Would you say that you...

<u></u>	Approve	Approve	Neither	Disapprove	Disapprove	Don't	TOTAL	TOTAL
	strongly		approve nor		strongly	know	APPROVE	DISAPPROVE
			disapprove					
Feb. 2025	15	22	19	8	26	10	37	34
Dec. 2024	16	24	22	7	23	8	40	30
Oct. 2024	15	21	18	7	29	10	36	36
Aug. 2024	14	19	17	8	30	11	33	38
June 2024	15	21	14	8	30	11	36	38
Apr. 2024	18	23	15	7	28	9	41	35
Feb. 2024	17	24	15	7	30	7	41	37
Dec. 2023	14	21	16	7	31	10	35	38
Oct. 2023	15	18	16	8	34	9	33	42
Aug. 2023	12	15	18	9	37	10	27	46
June 2023	12	18	18	8	33	10	30	41
Apr. 2023	17	22	15	7	28	11	39	35
Feb. 2023	14	21	15	6	32	11	35	38
Dec. 2022	19	22	13	6	31	8	41	37
Oct. 2022	17	19	13	9	30	13	36	39
Aug. 2022	18	19	15	7	31	10	37	38
June 2022	16	18	17	5	34	10	34	39
Apr. 2022	17	17	19	7	29	11	34	36
Feb. 2022	16	16	20	8	27	13	32	35
Oct. 2021	19	16	13	7	30	15	35	37
Aug. 2021	19	16	16	6	32	12	35	38
June 2021	17	16	19	6	30	13	33	36
Apr. 2021	17	15	16	6	30	15	32	36

[RANDOMIZE Q9A-Q9B]
O9A. How would you rate the job Ted Cruz is doing as U.S. Senator? Would you say that you.

Q9A. How would you rate the job <u>Ted Cruz</u> is doing as U.S. Senator? Would you say that you								
	Approve	Approve	Neither		Disapprove		TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
E 1 2025			disapprove				4.6	40
Feb. 2025	25	21	11	7	33	4	46	40
Dec. 2024	23	26	12	7	30	2	49	37
Oct. 2024	23	22	12	6	34	3	45	40
Aug. 2024	24	21	9	8	36	3	45	44
June 2024	25	21	8	6	36	3	46	42
Apr. 2024	27	22	10	5	33	3	49	38
Feb. 2024	25	23	10	5	34	3	48	39
Dec. 2023	22	22	10	6	35	3	44	41
Oct. 2023	23	22	10	7	35	3	45	42
Aug. 2023	22	20	10	7	38	3	42	45
June 2023	23	22	11	6	36	3	45	42
Apr. 2023	23	22	10	7	34	4	45	41
Feb. 2023	21	19	9	7	39	4	40	46
Dec. 2022	25	19	8	8	36	3	44	44
Oct. 2022	24	19	9	7	37	4	43	44
Aug. 2022	22	20	10	7	37	3	42	44
June 2022	22	19	10	5	40	3	41	45
Apr. 2022	24	19	10	6	37	3	43	43
Feb. 2022	21	18	13	8	35	5	39	43
Oct. 2021	30	15	7	6	38	5	45	44
Aug. 2021	28	14	8	5	41	3	42	46
June 2021	31	12	8	6	40	3	43	46
Apr. 2021	31	12	6	8	40	3	43	48
Mar. 2021	28	15	8	5	41	4	43	46
Feb. 2021	33	12	8	5	38	4	45	43
Oct. 2020	31	15	8	6	36	4	46	42
June 2020	30	16	9	9	33	4	46	42
Apr. 2020	29	16	9	7	32	6	45	39
Feb. 2020	29	13	7	8	36	7	42	44
Oct. 2019	28	18	8	9	30	7	46	39
June 2019	27	20	10	8	31	4	47	39
Feb. 2019	31	15	9	7	34	4	46	41
Oct. 2018	34	13	8	5	37	3	47	42
June 2018	21	18	13	8	33	7	39	41
Feb. 2018	22	18	12	9	32	7	40	41
Oct. 2017	19	19	13	12	31	5	38	43
June 2017	21	17	12	9	35	6	38	44
Feb. 2017	20	18	14	10	29	9	38	39
Oct. 2016	16	19	13	11	34	7	35	45
June 2016	18	1 <i>7</i>	13	12	31	9	35	43
Feb. 2016	18	19	15	10	32	6	33 37	42
Oct. 2015	27	1 <i>7</i>	11	9	28	9	44	37
JCI, 2013	<u> </u>	1/	11	<i>J</i>	۷_0	<u> </u>	77	<i>51</i>

Q9B. How would you rate the job <u>John Cornyn</u> is doing as U.S. Senator? Would you say that you...

you								
	Approve	Approve	Neither	Disapprove		Don't	TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
E 1 2025		D1	disapprove	40	D.4	11	20	27
Feb. 2025	9	21	22	13	24	11	30	37
Dec. 2024	8	26	24	15	18	10	34	33
Oct. 2024	9	23	23	13	20	12	32	33
Aug. 2024	8	24	19	15	21	13	32	36
June 2024	10	22	18	14	24	13	32	38
Apr. 2024	12	24	17	14	24	11	36	38
Feb. 2024	11	23	18	15	24	10	34	39
Dec. 2023	9	19	19	17	25	10	28	42
Oct. 2023	9	21	20	14	25	10	30	39
Aug. 2023	8	20	19	15	27	11	28	42
June 2023	10	23	18	15	24	10	33	39
Apr. 2023	11	22	18	13	25	11	33	38
Feb. 2023	10	20	16	15	28	11	30	43
Dec. 2022	13	22	16	15	25	9	35	40
Oct. 2022	11	21	15	16	26	12	32	42
Aug. 2022	8	21	19	15	27	10	29	42
June 2022	7	17	16	18	32	10	24	50
Apr. 2022	10	22	19	13	26	10	32	39
Feb. 2022	9	22	22	11	24	12	31	35
Oct. 2021	10	19	16	16	28	11	29	44
Aug. 2021	10	18	17	13	31	10	28	44
June 2021	13	21	16	12	29	8	34	41
Apr. 2021	12	19	15	13	30	10	31	43
Mar. 2021	12	21	16	14	28	9	33	42
Feb. 2021	12	20	18	13	29	8	32	42
Oct. 2021	18	21	12	11	28	10	39	39
June 2020	15	21	13	13	20 27	11	3 <i>9</i>	40
Apr. 2020	15 15	23	13	10	26	13	38	36
Feb. 2020	15 16	20	13	9	30			
						12	36 25	39
Oct. 2019	15	20	16	10	24	15	35	34
June 2019	14	23	17	11	23	12	37	34
Feb. 2019	15	21	18	13	22	11	36	35
Oct. 2018	17	22	15	9	25	13	39	34
June 2018	8	19	21	14	24	13	27	38
Feb. 2018	10	19	23	15	23	10	29	38
Oct. 2017	7	21	18	15	27	12	28	42
June 2017	9	19	18	14	27	12	28	41
Feb. 2017	11	19	22	12	22	14	30	34
Oct. 2016	8	20	22	14	22	15	28	36
June 2016	7	17	24	14	21	17	24	35
Feb. 2016	7	20	26	14	18	15	27	32
Oct. 2015	7	20	22	16	18	16	27	34

Q10. Thinking about the country, do you think that things are headed in the right direction, or do you think that things are headed off on the wrong track?

, 	Right direction	Wrong track	Don't know
Feb. 2025	48	43	9
Dec. 2024	31	56	13
Oct. 2024	26	63	11
Aug. 2024	29	61	10
June 2024	25	66	9
Apr. 2024	29	62	10
Feb. 2024	28	62	11
Dec. 2023	24	67	9
Oct. 2023	20	71	9
Aug. 2023	22	68	10
June 2023	22	70	9
Apr. 2023	21	68	11
Feb. 2023	25	65	10
Dec. 2022	23	65	12
Oct. 2022	21	69	10
Aug. 2022	21	69	10
June 2022	16	76	8
Apr. 2022	23	66	11
Feb. 2022	23	66	10
Oct. 2021	20	70	10
Aug. 2021	25	64	11
June 2021	31	57	12
Apr. 2021	32	57	12
Mar. 2021	32	56	12
Feb. 2021	31	56	12
Oct. 2020	29	62	9
June 2020	30	62	9
Apr. 2020	39	52	9
Feb. 2020	40	49	11
Oct. 2019	37	54	9
June 2019	40	50	10
Feb. 2019	39	53	9
Oct. 2018	42	49	9
June 2018	41	47	11
Feb. 2018	39	50	11
Oct. 2017	29	61	10
June 2017	34	54	12
Feb. 2017	39	49	12
Oct. 2016	22	67	11
June 2016	18	70	12
Feb. 2016	22	66	12
Oct. 2015	22	68	10
June 2015	23	64	14
Feb. 2015	26	59	15

Oct. 2014	25	65	10
June 2014	23	65	13
Feb. 2014	25	63	12
Oct. 2013	20	69	11
June 2013	28	60	11
Feb. 2013	29	62	9
Oct. 2012	31	58	11
May 2012	25	61	14
Feb. 2012	28	61	11
Oct. 2011	14	75	11
May 2011	24	63	14
Feb. 2011	26	59	15
Oct. 2010	25	64	11
May 2010	26	62	11
Feb. 2010	31	56	13
Oct. 2009	32	59	10

Q11. Compared to a year ago, would you say that the national economy is a lot better off, somewhat better off, about the same, somewhat worse off, or a lot worse off?

	A lot better	Somewhat	About the		A lot worse	Don't know	TOTAL	TOTAL
	off	better off	same	worse off	off		BETTER	WORSE
Feb. 2025	8	24	26	23	16	4	32	39
Dec. 2024	7	20	30	23	17	3	27	40
Oct. 2024	8	19	23	22	26	2	27	48
Aug. 2024	6	21	23	22	27	2	27	49
June 2024		20	20	21	29	2	28	50
Apr. 2024	8	20	23	21	27	1	28	48
Feb. 2024	11	22	22	18	25	2	33	43
Dec. 2023	7	21	21	23	26	2	28	49
Oct. 2023	6	17	20	22	33	2	23	55
Aug. 2023	7	18	19	23	31	1	25	54
June 2023	6	17	22	23	31	1	23	54
Apr. 2023	5	18	19	24	31	3	23	55
Feb. 2023	6	18	19	22	31	3	24	53
Dec. 2022	5	15	18	23	36	3	20	59
Oct. 2022	4	13	17	22	40	4	17	62
Aug. 2022	5	15	17	21	39	3	20	60
June 2022	4	10	11	25	48	2	14	73
Apr. 2022	6	15	15	21	42	2	21	63
Feb. 2022	7	17	19	21	32	3	24	53
Oct. 2021	5	19	18	19	36	4	24	55
Aug. 2021	. 8	22	19	19	28	4	30	47
June 2021	11	23	19	19	24	0	34	43
Apr. 2021	8	23	22	20	23	0	31	43
Feb. 2021	4	11	20	26	35	4	15	61
Oct. 2020	8	9	13	29	38	2	17	67
June 2020	6	11	10	29	41	3	17	70

Apr. 2020	10	11	11	19	45	4	21	64
Feb. 2020	26	22	25	16	8	3	48	24
Oct. 2019	24	21	24	16	8	6	45	24
June 2019	26	21	23	18	8	3	47	26
Feb. 2019	27	22	23	15	9	3	49	24
Oct. 2018	32	19	26	12	7	4	51	19
June 2018	26	25	23	14	8	4	51	22
Feb. 2018	25	28	26	13	6	2	53	19
Oct. 2017	18	25	33	16	6	3	43	22
June 2017	14	28	30	18	7	3	42	25
Feb. 2017	12	28	36	11	9	4	40	20
Oct. 2016	8	20	29	25	15	4	28	40
June 2016	6	20	29	23	17	5	26	40
Feb. 2016	8	22	27	25	15	3	30	40
Oct. 2015	7	25	28	23	14	3	32	37
June 2015	7	24	33	21	13	3	31	34
Feb. 2015	11	25	33	18	11	3	36	29
Oct. 2014	6	25	30	23	14	2	31	37
June 2014	7	24	26	25	16	2	31	41
Feb. 2014	5	24	28	23	17	2	29	40
Oct. 2013	5	20	25	25	24	1	25	49
June 2013	7	28	31	18	15	1	35	33
Oct. 2012	7	25	25	19	23	1	32	42
May 2012	4	24	29	20	19	4	28	39
Feb. 2012	4	25	30	19	20	2	29	39
Oct. 2011	2	12	25	28	31	2	14	59
May 2011	2	20	25	24	25	3	22	49
Feb. 2011	3	24	30	24	17	2	27	41
Oct. 2010	3	19	20	23	33	2	22	56
May 2010	5	23	24	15	32	1	28	47
Feb. 2010	3	25	19	23	29	1	28	52
Oct. 2009	5	19	16	23	36	1	24	59
Mar. 2009	2	4	13	33	48	0	6	81
Oct. 2008	1	3	10	34	52	0	4	86

Q12. Thinking about the State of Texas, do you think that things are headed in the right direction, or do you think that things are headed off on the wrong track?

unection, or do you thin	Pight direction		Don't know
Esh 2025	Right direction	Wrong track	Don't know
Feb. 2025	48	37	15
Dec. 2024	47	38	14
Oct. 2024	40	44	16
Aug. 2024	40	46	14
June 2024	41	48	11
Apr. 2024	43	45	12
Feb. 2024	44	44	13
Dec. 2023	38	49	13
Oct. 2023	37	50	13
Aug. 2023	33	55	12
June 2023	38	49	13
Apr. 2023	37	50	13
Feb. 2023	35	51	14
Dec. 2022	39	46	14
Oct. 2022	37	50	13
Aug. 2022	36	52	12
June 2022	31	59	10
Apr. 2022	39	51	11
Feb. 2022	40	46	14
Oct. 2021	40	48	12
Aug. 2021	35	52	13
June 2021	41	43	16
Apr. 2021	42	42	16
Mar. 2021	41	46	14
Feb. 2021	39	41	20
Oct. 2020	41	44	15
June 2020	41	47	13
Apr. 2020	43	43	15
Feb. 2020	48	37	16
Oct. 2019	47	35	17
June 2019	49	34	17
Feb. 2019	49	35	16
Oct. 2018	50	35	16
June 2018	46	37	16
Feb. 2018	48	36	15
Oct. 2017	43	40	16
June 2017	43	40	17
Feb. 2017	46	36	18
Oct. 2016	42	40	17
June 2016	41	38	22
Feb. 2016	42	37	21
Oct. 2015	45	36	19
June 2015	50	32	18
Feb. 2015	50	30	20

Oct. 2014	48	35	18
June 2014	49	33	17
Feb. 2014	45	35	20
Oct. 2013	42	39	19
June 2013	50	32	18
Feb. 2013	45	39	16
Oct. 2012	43	34	23
May 2012	38	42	21
Feb. 2012	43	38	19
Oct. 2011	39	43	17
May 2011	36	46	18
Feb. 2011	41	41	18
Oct. 2010	45	37	18
May 2010	45	38	17
Feb. 2010	43	37	20
Oct. 2009	38	39	23
·			

Q14. Compared to a year ago, would you say that the Texas economy is a lot better off, somewhat better off, about the same, somewhat worse off, or a lot worse off?

	A lot better	Somewhat	About the		A lot worse	Don't know	TOTAL	TOTAL
	off	better off	same	worse off	off		BETTER	WORSE
Feb. 2025	6	22	36	21	11	5	28	32
Dec. 2024	7	21	43	18	7	5	28	25
Oct. 2024	4	19	37	24	11	5	23	35
Aug. 2024		19	39	24	12	4	22	36
June 2024		17	37	26	12	4	22	38
Apr. 2024	6	19	38	23	10	4	25	33
Feb. 2024	7	21	36	21	11	5	28	32
Dec. 2023	3	17	38	25	11	5	20	36
Oct. 2023	3	16	36	27	12	5	19	39
Aug. 2023	4	15	34	28	13	5	19	41
June 2023	6	15	40	24	11	4	21	35
Apr. 2023	5	16	37	24	13	6	21	37
Feb. 2023	4	15	37	26	12	6	19	38
Dec. 2022	3	13	36	30	12	6	16	42
Oct. 2022	3	12	32	32	15	6	15	47
Aug. 2022	5	12	33	31	13	6	17	44
June 2022	3	10	24	37	21	5	13	58
Apr. 2022	4	16	30	29	14	6	20	43
Feb. 2022	4	19	34	26	11	6	23	37
Oct. 2021	5	16	34	29	9	8	21	38
Aug. 2021	4	21	34	24	10	7	25	34
June 2021	6	25	32	22	6	9	31	28
Apr. 2021	5	18	37	26	7	7	23	33
Mar. 2021	5	11	36	30	12	6	16	42
Feb. 2021	3	10	31	32	17	7	13	49
Oct. 2020	5	10	24	34	22	4	15	56

June 2020	5	11	21	36	21	6	16	57
Apr. 2020	7	15	19	26	28	6	22	54
Feb. 2020	20	23	36	11	4	6	43	15
Oct. 2019	17	25	35	13	3	8	42	16
June 2019	16	27	35	12	5	6	43	17
Feb. 2019	17	28	35	10	5	5	45	15
Oct. 2018	20	29	31	10	4	5	49	14
June 2018	13	30	34	12	4	7	43	16
Feb. 2018	13	30	38	13	3	3	43	16
Oct. 2017	8	27	41	16	3	5	35	19
June 2017	6	28	39	17	4	6	34	21
Feb. 2017	6	22	49	11	5	6	28	16
Oct. 2016	3	22	45	19	5	5	25	24

Q13. Compared to a year ago, would you say that you and your family are economically a lot better off, somewhat better off, about the same, somewhat worse off, or a lot worse off?

	A lot better	Somewhat	About the		A lot worse	Don't know	TOTAL	TOTAL
	off	better off	same	worse off	off		BETTER	WORSE
Feb. 2025	5	19	40	24	9	3	24	33
Dec. 2024	5	19	39	23	11	3	24	34
Oct. 2024	5	20	33	25	16	2	25	41
Aug. 2024	4	15	36	27	17	1	19	44
June 2024	4	18	34	25	17	1	22	42
Apr. 2024	7	18	32	25	16	2	25	41
Feb. 2024	7	20	33	24	15	1	27	39
Dec. 2023	4	19	35	25	15	1	23	40
Oct. 2023	4	15	32	31	16	1	19	47
Aug. 2023	5	13	35	27	18	2	18	45
June 2023	4	15	36	28	14	1	19	42
Apr. 2023	5	16	33	29	15	3	21	44
Feb. 2023	3	13	35	29	17	2	16	46
Dec. 2022	4	12	36	30	16	3	16	46
Oct. 2022	4	9	35	32	17	2	13	49
Aug. 2022	5	12	38	26	16	3	17	42
June 2022	4	10	32	32	21	1	14	53
Apr. 2022	3	14	37	27	16	2	17	43
Feb. 2022	5	16	39	25	13	2	21	38
Oct. 2021	5	15	43	24	11	2	20	35
Aug. 2021	5	15	46	19	12	3	20	31
June 2021	5	18	49	18	7	4	23	25
Apr. 2021	5	16	53	16	7	3	21	23
Mar. 2021	5	17	49	20	8	2	22	28
Feb. 2021	5	13	49	19	10	5	18	29
Oct. 2020	9	14	44	20	11	2	23	31
June 2020	6	18	43	20	11	2	24	31
Apr. 2020	9	19	34	21	14	3	28	35
Feb. 2020	15	26	38	13	6	3	41	19

Oct. 2019 15 25 38 13 5 3 40 18 June 2019 15 25 37 14 5 3 40 19 Feb. 2019 12 28 39 13 6 2 40 19	
Feb. 2019 12 28 39 13 6 2 40 19	
Oct. 2018 12 27 39 13 6 3 39 19	
June 2018 10 27 42 14 6 2 37 20	
Feb. 2018 11 27 42 13 5 1 38 18	
Oct. 2017 9 22 47 16 5 1 31 21	
June 2017 5 20 52 15 5 1 25 20	
Feb. 2017 6 21 50 16 7 1 27 23	
Oct. 2016 5 22 44 19 8 2 27 27	
June 2016 5 18 44 20 9 3 23 29	
Feb. 2016 5 20 45 19 9 2 25 28	
Oct. 2015 5 18 45 23 7 1 23 30	
June 2015 5 21 48 17 7 2 26 24	
Feb. 2015 6 21 44 21 7 2 27 28	
Oct. 2014 5 22 42 23 7 1 27 30	
June 2014 6 21 42 21 8 2 27 29	
Feb. 2014 5 20 43 22 9 1 25 31	
Oct. 2013 5 17 41 23 12 2 22 35	
June 2013 6 19 44 23 7 1 25 30	
Oct. 2012 6 17 43 23 11 1 23 34	
May 2012 4 15 48 19 13 2 19 32	
Feb. 2012 4 16 45 23 11 1 20 34	
Oct. 2011 3 13 40 27 15 1 16 42	
May 2011 2 16 40 25 16 2 18 41	
Feb. 2011 3 17 45 24 11 1 20 35	
Oct. 2010 3 16 38 27 14 2 19 41	
May 2010 4 16 41 25 13 1 20 38	
Feb. 2010 3 14 40 29 12 1 17 41	
Oct. 2009 3 14 39 27 16 1 17 43	
Mar. 2009 3 14 42 27 14 0 17 41	
Oct. 2008 4 16 38 29 14 0 20 43	

Q15. A year from now, do you expect that the national economy will be a lot better off, somewhat better off, about the same, somewhat worse off, or a lot worse off?

	A lot better	Somewhat	About the	Somewhat	A lot worse	Don't know	TOTAL	TOTAL
	off	better off	same	worse off	off		BETTER	WORSE
Feb. 2025	20	29	12	13	18	8	49	31
Dec. 2024	21	31	16	13	10	9	52	23
Oct. 2024	12	27	19	11	9	22	39	20
Aug. 2024	9	30	22	11	10	18	39	21
June 2024	9	25	21	14	13	17	34	27
Apr. 2024	10	26	23	14	14	14	36	28

Q16. How concerned, if at all, are you personally about each of the following economic issues in the country today? [GRID WITH RESPONSE OPTIONS: "Very concerned", "Somewhat concerned", "Not too concerned", "not at all concerned", "Don't know/No opinion] [RANDOMIZE A-K]

[RANDOMIZ	E A-N								
	Very	Somewhat	Not too	Not at all	Don't	Dec. 2024:	Oct. 2024:	Aug. 2024:	Apr. 2024:
	concerned	concerned	concerned	concerned	know/No	Very	Very	Very	Very
					opinion	concerned	concerned	concerned	concerned
The price of									
food and	73	24	2	1	1	70	69	69	68
consumer	75	24	_	1	1	70	05	05	00
goods									
The cost of	68	23	6	1	2	67	61	62	59
healthcare	00		Ü	-	_	0,	01	~ -	33
The cost of	60	28	8	2	2	58	55	59	55
housing									
The price of	F 2	2.4	10	2	2	40	Г1	- 2	Г.C
gasoline and	52	34	10	2	2	49	51	53	56
energy National debt	47	32	13	5	3	46	0	0	0
Federal budget									
deficit	46	35	11	5	3	45	0	0	0
People who									
want to work	4-	20				40	20	20	2.4
being unable to	45	32	14	6	2	42	38	39	34
find jobs									
The cost of									
higher	42	28	17	8	5	42	36	37	35
education									
Interest rates	41	40	11	3	4	41	39	43	45
The stability of									
banks and	32	37	21	7	3	30	29	27	30
financial	3 _	57		,	5	50	_5	_,	50
institutions									
How the stock	23	34	27	9	7	23	20	18	23
market is doing									

Q17. Is Texas's increasing racial and ethnic diversity a cause for optimism or a cause for concern?

	A cause for optimism	A cause for concern	Don't know/No opinion
Feb. 2025	37	30	33
Oct. 2024	37	34	29
Aug. 2024	46	30	24
Apr. 2024	35	36	29
Dec. 2023	35	36	29
Aug. 2023	40	38	22
Apr. 2023	34	38	28
Oct. 2022	39	32	29
Aug. 2022	39	33	28
Oct. 2021	41	28	31
Aug. 2021	38	34	28
June 2021	37	34	29
Apr. 2021	39	29	32
Feb. 2021	40	31	29
Oct. 2020	44	28	28
June 2020	48	31	21
Feb. 2020	49	28	24
Oct. 2019	44	32	24
June 2019	44	33	23

Q18. How much have you heard in the news about each of the following: [GRID WITH RESPONSE OPTIONS "A lot", "Some", "Not very much", "Nothing at all"] [RANDOMIZE A-J]

	A lot	Some	Not very much	Nothing at all
Efforts to deport undocumented immigrants	68	24	5	4
currently living in the United States	00		J	•
Proposed tariffs on Mexico, Canada, and China	59	32	6	3
Efforts to significantly reduce the size of the	56	29	9	6
federal workforce	50	20	3	Ü
Diversity, equity, and inclusion policies (DEI) at	45	34	13	7
businesses and state institutions	40	J 4	15	,
Efforts to establish an educational savings account				
(ESA), voucher, or other "school choice" program	30	38	19	13
in Texas				
Water supply instability in parts of Texas	17	34	28	20
Governor Abbott's Emergency Items for the Texas	15	36	28	21
Legislature	15	50	20	21
The selection of a new Speaker of the Texas House	14	35	29	22
of Representatives	14	55	23	22
Operation Lone Star	14	28	29	30
Lieutenant Governor Dan Patrick's priorities for	12	35	30	22
the Texas Legislature	14	33	50	

Q19. Based on what you know, do you have a positive or negative view of diversity, equity, and inclusion policies (DEI) at businesses and state institutions?

	Positive view	Negative view	Don't know/No opinion
Feb. 2025	41	38	21
Apr. 2023	35	32	33

Q20A. Based on what you've heard or read, do you think that the U.S. increasing tariffs will result in higher prices for everyday goods, lower prices, or have no impact on prices?

Q20A	Percent
Higher prices	68
Lower prices	7
Have no impact on prices	12
Don't know/No opinion	13

Q20B. In the long run, do you think the U.S. increasing tariffs will generally help the U.S. economy, hurt the U.S. economy, or have no impact on the U.S. economy?

Q20B	Percent
Help	39
Hurt	44
Have no impact	3
Don't know/No opinion	14

Q21. Do you think that the number of migrants attempting to cross the U.S.-Mexico border is...

	A crisis		A somewhat		
		problem, but	serious problem	problem	opinion
		not a crisis			
Feb. 2025	39	24	19	13	5
Apr. 2024	48	23	19	8	3
Feb. 2024	48	23	18	7	3

Q22. In your opinion, in the United States today, how much discrimination is there against... [GRID WITH RESPONSE OPTIONS "A lot of discrimination", "Some", "Not very much", "None at all", "Don't know/no opinion"] [RANDOMIZE A-K]

	A lot of	Some	Not very	None at all	Don't know/no
	discrimination		much		opinion
Transgender people	41	26	18	7	8
African Americans	30	38	20	7	4
Gays and Lesbians	29	34	22	8	7
Muslims	27	37	21	6	8
Jews	26	40	17	8	9
Hispanics	23	39	26	7	5
Women	18	37	26	14	5
Christians	16	27	25	26	6
Asians	13	44	28	7	8
Whites	12	19	28	37	5
Men	9	20	32	33	5

Q22X. In your opinion, which of the following groups faces the MOST discrimination in the United States today? **[RANDOMIZE 1-11]**

	Feb. 2025	June 2024	Aug. 2023	Aug. 2022	June 2020	Feb. 2018
Transgender people	25	19	21	20	16	13
African Americans	21	21	26	26	36	21
Jews	11	14	0	0	0	0
Christians	8	10	13	12	14	15
Hispanics	8	3	4	3	4	8
Gays and Lesbians	7	8	6	6	4	6
Muslims	7	7	6	6	9	19
Whites	6	9	12	14	10	10
Men	4	3	4	5	3	4
Women	3	4	5	3	3	3
Asians	0	2	2	4	1	0

Political Figures and Elections

Q23. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of each of the following: [GRID WITH RESPONSE OPTIONS: "Very favorable", "Somewhat favorable", "Neither favorable nor unfavorable", "Somewhat unfavorable", "Very unfavorable", "Don't

know/No opinion"] [RANDOMIZE A-E]

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
Donald Trump	39	14	5	5	36	1	53	41
J.D. Vance	33	15	13	6	30	4	48	36
Elon Musk	30	18	8	7	34	2	48	41
Robert F. Kennedy, Jr.	19	24	17	7	27	6	43	34
Marco Rubio	20	18	20	9	22	10	38	31

Donald Trump Trend

2011414 114	Very favorable	Somewhat favorable	Neither favorable nor	Somewhat unfavorable	Very unfavorable	Don't know/No	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
			unfavorable			opinion			
Feb. 2024	39	14	5	5	36	1	53	41	12
Dec. 2024	38	16	7	7	32	1	54	39	15
Oct. 2024	32	16	4	6	41	0	48	47	1
Aug. 2024	32	17	3	5	43	1	49	48	1
June 2024	30	15	6	8	41	1	45	49	-4
Apr. 2024	33	16	7	7	37	1	49	44	5
Feb. 2024	28	21	6	6	39	1	49	45	4
Dec. 2023	29	17	7	6	39	1	46	45	1
Aug. 2023	27	14	6	8	43	2	41	51	-10
June 2023	26	18	7	8	40	1	44	48	-4
Apr. 2023	27	15	7	8	40	2	42	48	-6
Feb. 2023	23	18	9	6	42	2	41	48	-7
Dec. 2022	20	22	9	9	39	2	42	48	-6
Oct. 2022	26	18	7	4	43	2	44	47	-3
Aug. 2022	27	14	8	6	44	1	41	50	-9
June 2022	26	16	9	7	41	2	42	48	-6
Apr. 2022	28	17	7	7	40	0	45	47	-2
Feb. 2022	26	17	8	6	40	2	43	46	-3
Oct. 2021	28	15	6	6	42	0	43	48	-5
June 2021	30	17	5	4	43	1	47	47	0
Feb. 2021	31	15	5	5	41	3	46	46	0
Oct. 2020	31	15	5	6	42	1	46	48	-2
Feb. 2017	27	18	7	5	41	0	45	46	-1
Oct. 2016	13	18	7	9	49	2	31	58	-27
June 2016	16	15	10	10	46	0	31	56	-25
Feb. 2016	13	16	9	15	44	0	29	59	-30
Nov. 2015	16	18	12	12	39	0	34	51	-17

J.D. Vance Trend

	Very	Somewhat	Neither	Somewhat	Very	Don't	TOTAL	TOTAL	NET
	favorable	favorable	favorable nor	unfavorable	unfavorable	know/No	FAVORABLE	UNFAVORABLE	
			unfavorable			opinion			
Feb. 2025	33	15	13	6	30	4	48	36	12
Dec. 2024	27	21	14	9	25	4	48	34	14
Oct. 2024	28	19	10	7	31	0	47	38	9
Aug. 2024	21	18	13	8	33	8	39	41	-2

Robert F. Kennedy, Jr. Trend

reserve received year residence and the second seco									
	Very	Somewhat	Neither	Somewhat	Very	Don't	TOTAL	TOTAL	NET
	favorable	favorable	favorable nor	unfavorable	unfavorable	know/No	FAVORABLE	UNFAVORABLE	
			unfavorable			opinion			
Feb. 2025	19	24	17	7	27	6	43	34	9
June 2024	6	21	25	16	24	8	27	40	-13
Apr. 2024	9	25	24	13	22	7	34	35	-1
Dec. 2023	8	28	23	14	19	9	36	33	3
Aug. 2023	10	24	23	10	20	12	34	30	4

Elon Musk Trend

	Very	Somewhat	Neither	Somewhat	Very	Don't	TOTAL	TOTAL	NET
	favorable	favorable	favorable nor unfavorable	unfavorable	unfavorable	know/No opinion	FAVORABLE	UNFAVORABLE	
Feb. 2025	30	18	8	7	34	2	48	41	7
Dec. 2024	33	21	12	7	23	3	54	30	24

[RANDOMIZE Q24A-Q24B]

Q24A. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of the Republican Party.

	Very favorable	Somewhat	Neither	Somewhat	Very	Don't	TOTAL	TOTAL
		favorable	favorable nor unfavorable	unfavorable	unfavorable	know/No opinion	FAVORABLE	UNFAVORABLE
Feb. 2025	22	24	11	10	31	3	46	41
Aug. 2024		28	9	11	32	2	46	43
June 2024		27	11	14	32	3	41	46
Dec. 2023	14	27	13	16	29	2	41	45
Oct. 2022	15	27	10	12	34	2	42	46
Aug. 2022	14	27	11	13	34	1	41	47
Apr. 2022	15	25	11	15	32	2	40	47
Aug. 2021	10	24	12	14	37	2	34	51
Feb. 2019	10	25	11	16	35	4	35	51
June 2018	10	25	12	16	32	5	35	48
Feb. 2018	9	27	11	15	33	4	36	48
Oct. 2016	6	18	15	24	34	4	24	58
June 2016	7	20	14	20	31	8	27	51
Feb. 2016	8	20	16	22	30	5	28	52
Nov. 2015	8	22	17	20	29	5	30	49

Q24B. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of the Democratic Party.

	Very favorable	Somewhat	Neither	Somewhat	Very	Don't	TOTAL	TOTAL
		favorable	favorable nor unfavorable	unfavorable	unfavorable	know/No opinion	FAVORABLE	UNFAVORABLE
Feb. 2025	12	18	15	14	38	3	30	52
Aug. 2024	. 19	23	10	10	37	2	42	47
June 2024	16	23	9	12	38	3	39	50
Dec. 2023	14	20	12	12	38	3	34	50
Oct. 2022	16	24	10	9	40	2	40	49
Aug. 2022	16	23	11	8	41	1	39	49
Apr. 2022	13	21	10	10	43	2	34	53
Aug. 2021	14	20	10	9	45	2	34	54
Feb. 2019	15	22	9	7	43	3	37	50
June 2018	15	22	9	12	37	5	37	49
Feb. 2018	13	23	11	11	36	4	36	47
Oct. 2016	14	18	12	9	42	4	32	51
June 2016	11	19	12	11	39	7	30	50
Feb. 2016	13	20	14	13	35	5	33	48
Nov. 2015	12	20	12	13	39	4	32	52

Q24. As you probably know, Governor Abbott has asked the Federal Government to reimburse Texas for money spent on border enforcement efforts at the Texas-Mexico border during the previous presidential administration. Do you think the Federal Government should....

Q24	Percent
Fully reimburse Texas for those costs	44
Partially reimburse Texas	23
Not reimburse Texas	17
Don't know/No opinion	16

Policy Questions

Q25. How do you feel about the following statement: Generally speaking, the way state government runs in Texas serves as a good model for other states to follow?

<u> </u>	Strongly	Somewhat	Somewhat	Strongly	Don't know	TOTAL	TOTAL
	agree	agree	disagree	disagree		AGREE	DISAGREE
Feb. 2025	21	32	11	23	14	53	34
Feb. 2024	22	33	11	25	9	55	36
June 2023	20	30	12	28	9	50	40
Feb. 2023	21	30	13	27	9	51	40
Oct. 2021	27	24	10	32	7	51	42
Aug. 2021	26	24	11	33	6	50	44
June 2021	31	20	13	29	8	51	42
Apr. 2020	31	27	12	18	12	58	30
Feb. 2020	25	29	14	16	15	54	30
June 2017	25	29	16	19	11	54	35
June 2015	26	33	12	18	11	59	30
Feb. 2013	29	31	13	18	8	60	31
Oct. 2011	21	29	16	22	12	50	38
Feb. 2010	18	39	17	14	12	57	31

Q26. Below are some pairs of opposite phrases, please tell me which one better describes your opinions about <u>state government in Austin</u>: [RANDOMIZE Q26A-Q26C]

O26A.	[RANDOMIZE	1-2]

	Mostly honest	Mostly dishonest	Don't know
Feb. 2025	38	34	28
June 2023	35	39	25
Dec. 2022	36	37	27
Oct. 2012	42	33	25

Q26B. **[RANDOMIZE 1-2]**

	Mostly careful with	Mostly careless with	Don't know
	people's tax dollars	people's tax dollars	
Feb. 2024	35	38	27
June 2023	33	48	20
Dec. 2022	31	48	21
Oct. 2017	44	37	18
Oct. 2012	41	39	19

Q26C. **[RANDOMIZE 1-2]**

	Mostly addresses the	Mostly ignores the	Don't know
	needs of Texas	needs of Texas	
	residents	residents	
Feb. 2025	41	38	22
June 2023	36	49	15
Dec. 2022	37	46	17
Oct. 2017	49	38	13
Oct. 2012	54	30	16

Q27. Below is a pair of opposite phrases. Which one better describes <u>your local government</u>? [RANDOMIZE Q27A-Q27C] Q27A. [RANDOMIZE 1-2]

~	<u> </u>		
	Mostly honest	Mostly dishonest	Don't know
Feb. 2025	50	27	24
June 2023	50	30	20
Q27B. [RANDOMIZE	1-2]		
	Mostly careful with	Mostly careless with	Don't know
	people's tax dollars	people's tax dollars	
Feb. 2025	43	35	21
June 2022	40	43	17
Oct. 2017	42	41	17
Q27C. [RANDOMIZE	1-2]		
	Mostly addresses the	Mostly ignores the	Don't know
	needs of local residents	needs of local residents	
Feb. 2025	48	32	20
June 2023	47	39	14
Oct. 2017	47	39	13

	O28. How closely	have you been	following the Texas	Legislature this session?
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Q28	Percent
Extremely closely	8
Somewhat closely	37
Not very closely	40
Not at all closely	15

Q29. As you probably know, the Texas Legislature is currently meeting in Austin for the 140-day legislative session held every other year. What do you think should be the legislature's top

priority? [OPEN-ENDED]

Q29_Coded	Percent
Immigration/Border security	17
The economy/Prices	15
Public education	12
Property taxes	6
Taxes	5
Other	4
Corruption/Leadership	3
Energy/The Grid	3
Healthcare	3
Abortion law	2
Housing	2
Water supply	2
Well-being of Texans	2
ESAs, Vouchers, School Choice	2
Crime	2
Homelessness	1
Marijuana decriminalization/legalization	1
Gun violence	1
Environment/Climate change	1
The budget	1
Infrastructure	1
Assisting Trump Administration	0
LGBTQ Issues	0
National defense	0
Election law	0
Reduce spending/Size of government	0
Stop Trump Administration	0
DEI	0
Transportation	0
Don't know/No opinion	13

Q30. How important is it for the legislature to accomplish each of the following while meeting in Austin for its 140-day legislative session? [GRID WITH RESPONSE OPTIONS: "Extremely important", "Very important", "Somewhat important", "Not very important", "Not important", "Don't know/No opinion"] [RANDOMIZE A-O]

Extremely Very Somewhat Not very Don't important important important important know/No opinion Improve the reliability of the state's energy grid Lower the cost of everyday goods and services Increase access to healthcare Reduce property taxes Improve the reliability of the state's water supply Lower the cost of housing Increase funding for the public education system Increase pay for current public school teachers Direct state agencies and local law enforcement to cooperate with the federal government in enforcing federal immigration policies in Texas Limit the ability of judges to release people accused of serious crimes on bail Increase access to mental health services Improve career training in public schools Expand legal access to abortion services Establish an educational savings account (ESA), voucher, or other "school choice" program Place more limits on the legal availability of cannabis-derived products (e.g. edibles such as gummies

Q31. Do each of the following state taxes have a major, minor, or no impact on your personal finances? [GRID WITH RESPONSE OPTIONS, "Major impact", "Minor impact", "No

impact"] [RANDOMIZE A-E]

	February			February		
	2025			2023		
Item	Major	Minor	No	Major	Minor	No
	impact	impact	impact	impact	impact	impact
Sales tax	51	42	7	41	45	14
Property tax	68	18	14	58	23	19
The franchise tax (the state's primary business tax)	25	38	37	20	32	48
Taxes on alcohol and tobacco	18	33	49	17	34	49
Motor fuels (gasoline) tax	55	37	8	49	37	14

Q32. And which of the following state taxes impacts your personal finances the most? **[RANDOMIZE 1-5]**

-	February 2025	February 2023
	Percent	Percent
Property tax	52	47
Sales tax	23	21
Motor fuels (gasoline) tax	12	18
Business margins tax	3	3
Taxes on alcohol and tobacco	1	3
Don't know	8	9

Q33. As you probably know, the Texas Legislature has made efforts to reduce property tax bills in prior legislative sessions. How much impact would you say these efforts have had on your personal finances?

Q33	Percent
Major impact	25
Minor impact	35
No impact	27
Don't know/No opinion	13

Q34. Would you say that the quality of K-12 public school education in Texas is:

	Excellent	Good	Not very good	Terrible	Don't know/No opinion
Feb. 2025	7	44	28	9	12
Aug. 2024	9	43	28	11	9
June 2023	9	44	29	8	9
Feb. 2023	6	41	30	11	12
Oct. 2022	6	40	33	11	9
Aug. 2022	6	38	32	11	13
Feb. 2022	7	41	30	10	11
Feb. 2021	7	43	31	9	10

June 2020	8	45	28	9	10
Feb. 2020	7	39	31	11	12
June 2019	7	41	31	10	11
Feb. 2019	5	42	32	10	10
Feb. 2017	8	39	34	8	11
June 2013	5	40	36	14	5

Q35. Below is a list of potential priorities for the legislature to address in the K-12 public education system in Texas. How important do you think it is for the Texas Legislature to address each of the following during the current legislative session? [GRID WITH RESPONSE OPTION "Extremely important", "Very important", "Somewhat important", "Not very important", "Not important", "Don't know/No opinion"] [RANDOMIZE A-L]

	Extremely	Very	Somewhat	Not very	Not	Don't
	important	important	important	important	important	know/No opinion
School safety	63	23	9	2	1	3
Curriculum content (i.e. what students are taught)	49	30	14	3	2	3
Teacher pay / teacher retention	46	28	16	4	3	4
Public school financing	42	31	16	4	2	5
Parental rights	42	30	17	3	4	4
Public school library materials	35	31	20	5	4	5
Facilities and school infrastructure additions or improvements	34	33	22	6	1	4
The role of religion in public schools	23	20	19	12	21	5
The treatment of students who are transgender	21	17	18	13	22	10
Vouchers, educational savings accounts (ESAs), or other "school choice" legislation	20	23	19	8	21	9
Expanding the number of charter schools	15	20	22	14	18	10

Q36. And which of the following should be the legislature's top priority for the K-12 public education system in Texas?

[ONLY PRESENT THOSE RESPONSES FROM Q35A-Q35L SELECTED AS "Extremely important". "Very important". or "Somewhat important"]

Q36	Percent		
School safety	31		
Teacher pay / teacher retention	19		
Curriculum content (i.e. what students are	16		
taught)			
Public school financing	13		
Parental rights	6		
Educational savings account (ESA), voucher, or 5			
other "school choice" legislation			

Facilities and school infrastructure additions or	4
improvements	
The role of religion in public schools	2
Expanding the number of charter schools	1
Public school library materials	1
The treatment of students who are transgender	1

Q37. Do you support or oppose using state funds to establish an educational savings account (ESA), voucher, or other "school choice" program in Texas?

Q37	Percent
Strongly support	19
Somewhat support	27
Somewhat oppose	9
Strongly oppose	25
Don't know/No opinion	20

Q39. Thinking about legal immigration, do you think the United States allows too many people to immigrate here from other countries, too few, or about the right amount?

	Too many	About the right	Too few	Don't know/No
		amount		opinion
Feb. 2025	40	33	13	14
Oct. 2024	48	28	11	13
June 2024	46	27	13	14
Feb. 2024	49	28	14	9
Aug. 2023	46	35	19	0
June 2023	50	31	20	0
Apr. 2022	40	26	19	15
Aug. 2021	43	24	18	15
Apr. 2020	39	29	19	12
Feb. 2020	38	30	19	14
Oct. 2019	39	29	16	15
Oct. 2018	45	25	18	12
Feb. 2018	42	30	15	14

Q40. As you may know, the 14th Amendment to the Constitution says that all children born in the United States are automatically U.S. citizens regardless of their parents' legal status. Would you favor or oppose changing the Constitution to REPEAL this part of the 14th Amendment?

	Favor repealing this part of the 14th	part of the 14th	Don't know/No opinion
	Amendment	Amendment	
Feb. 2025	36	48	16
Nov. 2015	48	39	13

Q41. Do you agree or disagree with the following statement: *Undocumented immigrants currently living in the United States should be deported immediately.*

	Strongly	Somewhat	Somewhat	Strongly	Don't	TOTAL	TOTAL
	agree	agree	disagree	disagree	know	AGREE	DISAGREE
Feb. 2025	30	25	17	20	7	55	37
Oct. 2024	36	22	16	19	6	58	35
June 2024	34	23	17	20	7	57	37
Feb. 2024	34	24	18	19	6	58	37
Aug. 2023	32	22	17	21	8	54	38
Aug. 2022	30	21	16	23	10	51	39
Apr. 2022	34	20	17	21	8	54	38
Apr. 2021	33	18	17	24	9	51	41
Feb. 2021	24	21	17	30	7	45	47
Apr. 2020	28	21	16	27	8	49	43
Feb. 2020	27	20	15	29	9	47	44
Oct. 2019	29	21	18	26	7	50	44
Oct. 2018	32	22	19	26	0	54	45
Feb. 2018	23	22	21	29	5	45	50
Oct. 2017	25	19	21	30	5	44	51
Oct. 2016	23	24	19	27	7	47	46
June 2016	27	24	17	25	7	51	42
Feb. 2016	30	23	18	23	5	53	41
Nov. 2015	30	25	18	21	6	55	39
Feb. 2015	34	25	16	19	6	59	35
Oct. 2014	35	25	16	18	6	60	34
June 2014	32	22	18	22	6	54	40

Q42. More specifically, do you support or oppose each of the following....[GRID WITH RESPONSE OPTIONS: "Strongly support", "Somewhat support", Somewhat oppose", "Strongly oppose", "Don't know/No opinion"] [RANDOMIZE A-F]

	Strongly	Somewhat	Somewhat	Strongly		TOTAL	TOTAL
	support	support	oppose	oppose	know/No opinion	SUPPORT	OPPOSE
Deporting immigrants who were					оринон		
allowed into the U.S. because of	12	20	20	27	11	32	F 7
political persecution or safety concerns	12	20	20	37	11	32	57
in their home countries							
Arresting people who are in the	4-	4.0	4.0		4.0	2.4	
country illegally while they are at	15	16	19	41	10	31	60
church							
Arresting people who are in the	15	15	21	40	9	30	61
country illegally while they are at a hospital	13	13	41	40	3	30	01
Arresting children who are in the							
country illegally while they are at	10	14	17	51	7	24	68
school							
Separating children from their parents							
when the parents are detained for	10	12	18	51	8	22	69
entering the country illegally							
Deporting young people who were	10	12	20	49	9	22	69
brought to the United States illegally							

as children, completed high school or military service, and have not been convicted of a violent crime

Q43. Which of the following statements comes closest to your views on the origin and development of human beings? **[RANDOMIZE 1-3]**

Q43	Percent
Human beings have developed over millions of years from less advanced forms of	27
life, but God guided the process.	27
Human beings have developed over millions of years from less advanced forms of	21
life, and God had no part in the process.	21
God created human beings pretty much in their present form about 10,000 years	38
ago.	30
Don't know/No opinion	14

Political Knowledge

[Randomize INFO1-INFO3]

INFO1. Who is the current Texas Land Commissioner? [RANDOMIZE 1-4]

	<u> </u>
INFO1	Percent
Dawn Buckingham	19
Sid Miller	15
Christi Craddick	6
Glenn Hegar	7
Don't know	53

INFO2. What majority of both houses of the U.S. Congress is needed to override a presidential veto?

INFO2	Percent
More than two-thirds	68
More than three-fourths	7
More than one-half	10
Don't know	16

INFO3. Who is the current Chief Justice of the United State Supreme Court? [RANDOMIZE 1-4]

THEOR	
INFO3	Percent
John Roberts	62
Clarence Thomas	9
Samuel Alito	2
Sonia Sotomayor	3
Don't know	24

Political Orientation

We're almost done. Now we just have a few basic questions for statistical purposes.

LIBCON. On a scale from 1 to 7, where 1 is extremely liberal, 7 is extremely conservative, and 4 is exactly in the middle, where would you place yourself? [Wording on scale: (1) "Extremely liberal," (4) "In the middle," (7) "Extremely conservative"]

<u> </u>	
LIBCON7	Percent
Extremely lib.	12
Somewhat lib.	12
Lean lib.	7
Moderate	24
Lean con.	7
Somewhat con.	22
Extremely con.	17

PID3. Generally speaking, would you say that you usually think of yourself as a...

PID3	Percent	
Democrats	39	
Independents	9	
Republicans	52	

PID7. (Uses the four PID3 follow-up questions)

PID7	Percent
StrDem	24
WeakDem	9
LeanDem	7
Ind	9
LeanRep	10
WeakRep	11
StrRep	31

REPCON. **[ASK IF PID7 >= 5]** Overall, do you think that Republican elected officials in Texas are conservative enough, too conservative, or not conservative enough?

REPCON	Percent
Conservative enough	51
Too conservative	13
Not conservative enough	28
Don't know/No opinion	8

DEMLIB. [ASK IF PID7 <= 3] Overall, do you think that Democratic elected officials in Texas are liberal enough, too liberal, or not liberal enough?

DEMLIB	Percent
Liberal enough	41
Too liberal	6
Not liberal enough	36
Don't know/No opinion	17

Demographics

AGE. Please indicate your age group.

AGEG	Percent
18-29 30-44 45-64 65+	18
30-44	25
45-64	35
65+	23

LOCATE. Would you say that you live in an urban, suburban, or rural community?

	<u> </u>
LOCATE	Percent
Urban	32
Suburban	50
Rural	18

METRO. Do you live in the Houston, Dallas-Fort Worth, San Antonio, or Austin metropolitan areas?

METRO	Percent
Yes, I live in the Houston area	21
Yes, I live the Dallas-Fort Worth area	28
Yes, I live in the San Antonio area	10
Yes, I live in the Austin area	9
No, I live in another part of Texas	32

CHILD. How many children are currently living with you?

CHILD	Percent
One	16
Two	14
Three	5
Four or more	2
None	63

SCHOOL. Do you have any children currently enrolled in school in Texas? (check all that apply)

	Percent
Yes, I have a child/children under 18 enrolled in public school in Texas.	18
Yes, I have a child/children under 18 enrolled in private school in Texas.	7
Yes, I have a child/children under 18 who are being home schooled in Texas.	2
No, I do not have any children under 18 in school in Texas.	74

INCOME. In which category would you place your household income last year?

INCOME	Percent	_
Less than \$10,000	3	
\$10,000 - \$19,999	5	
\$20,000 - \$29,999	8	
\$30,000 - \$39,999	6	
\$40,000 - \$49,999	5	
\$50,000 - \$59,999	9	
\$60,000 - \$69,999	6	
\$70,000 - \$79,999	9	
\$80,000 - \$99,999	10	
\$100,000 - \$119,999	8	
\$120,000 - \$149,999	7	
More than \$150,000	12	
Prefer not to say	11	

AB. Generally speaking, do you consider yourself to be pro-life, pro-choice, or neither?

AB	Percent
Pro-life	39
Pro-choice	40
Neither	14
Don't know	8

EDU. What is the highest level of education that you received?

EDU	Percent
Less than high school	2
High school degree	27
Some college	19
Two-year college degree	12
Four-year college degree	26
Post-graduate degree	13

RELIG. What is your primary religious affiliation, if any? [No open response on "other"]

RELIG	Percent
Agnostic	4
Assembly of God	2
Atheist	5
Baptist	12
Born again	3
Buddhist	1
Catholic	23
Christian Scientist	0
Church of Christ	2
Church of God	1
Disciples of Christ	0
Don't know	2
Episcopal / Anglican	1
Evangelical	1
Hindu	0
Jehovah's Witnesses	0
Jewish	1
Lutheran	2
Methodist	5
Mormon	0
Muslim / Islam	1
No religious affiliation / none	9
Nondenominational Christian	7
Orthodox / Eastern Orthodox	0
Other	3
Pentecostal / charismatic / spirit-filled	4
Presbyterian	1
Protestant (non-specific)	4
Reformed	0
Religious but not spiritual	0
Spiritual but not religious	4
Unitarian / Universalist	0
United Church of Christ	0

LITERAL. Which of these statements comes closest to describing your feelings about the Bible?

LITERAL	Percent
The Bible is the actual word of God and is to be taken literally, word for word.	38
The Bible is the word of God but not everything in it should be taken literally,	36
word for word.	
The Bible is a book written by men and is not the word of God.	19
Don't know.	7

IMPORT. How important is religion in your life?

IMPORT	Percent
Extremely important	45
Somewhat important	30
Not very important	12
Not at all important	13

ATTEND. Aside from weddings and funerals, how often do you attend religious services or participate in religious activities?

ATTEND	Percent
More than once a week	14
Once a week	27
A few times a month	11
Once or twice a year	20
Never	28

RACE1. What race do you consider yourself to be?

race	Percent
White / Blanco	58
Black	13
Hispanic	23
Asian	3
Middle Eastern	0
Native American	0
Mixed	1
Other	1

RACE2. [Ask if RACE ~= "Hispanic or Latino"] Do you happen to have a Hispanic-Latino grandparent?

<u> </u>	
RACE2	Percent
Yes	1
No	98
Don't know	1

NATIVE1. **[Ask if RACE = "Hispanic or Latino"]** Were you born in the United States or Puerto Rico, or in another country?

rtico, or in another country.	
NATIVE1	Percent
Born in the United States or Puerto Rico	89
Born in another country	11

Don't know	1
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NATIVE2. **[Ask NATIVE2 if answer 1 on NATIVE1]** Were your parents born in the United States or Puerto Rico, or another country?

NATIVE2	Percent
Both of my parents were born in the United	63
States or Puerto Rico	
One of my parents was born in another country	23
Both of my parents were both in another country	y14

MOVE. Did you move to Texas from some other state?

MOVE	Percent
Yes	35
No	65

STATE. [ASK IF MOVE=1] Which state did you move from (most recently)? [DROPDOWN LIST OF STATES]

STATE	Percent
Alabama	2
Alaska	1
Alberta	0
Arizona	4
Arkansas	1
California	14
Colorado	4
Connecticut	1
District of Columbia	1
Florida	5
Georgia	3
Hawaii	1
Idaho	0
Illinois	4
Indiana	2
Iowa	2
Kansas	1
Kentucky	0
Louisiana	7
Maryland	2
Massachusetts	1
Michigan	3
Minnesota	2
Mississippi	2
Missouri	2
Montana	1
Nebraska	1
Nevada	1

New Hampshire	0
New Jersey	2
New Mexico	4
New York	4
North Carolina	1
North Dakota	0
Not in the U.S. or Canada	3
Ohio	4
Oklahoma	3
Oregon	1
Pennsylvania	2
Puerto Rico	1
Rhode Island	0
Tennessee	1
Utah	1
Vermont	1
Virgin Islands	0
Virginia	3
Washington	1
West Virginia	1
Wisconsin	2

VETERAN. Which of the following best describes your current situation? Please check all that apply:

	Percent
Active-duty military	0
Military veteran	10
Active-duty military in my immediate family	2
Military veteran in my immediate family	17
None of the above	73

HOME. Do you own or rent your home?

HOME	Percent
Own	71
Rent	29

MARITAL. What is your_marital status?_____

MARITAL	Percent
Married	54
Separated	2
Divorced	10
Widowed	4
Single	27
Domestic Partnership	3

GENDER. What is your gender?

gender	Percent	
Male	46	
Female	54	

P24. In the 2024 presidential election, who did you vote for?

presvote24post	Percent
Chase Oliver	0
Cornel West	0
Did not vote for President	7
Donald Trump	52
Jill Stein	0
Kamala Harris	40
Other	0

Sampling and Weighting Methodology for the February 2025 Texas Statewide Study

For the survey, YouGov interviewed 1348 Texas registered voters between February 14 – February 24, 2025 who were then matched down to a sample of 1,200 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by using different subsets of a politically representative "modelled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2024 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity and years of education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2024 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

The margin of error is 2.83% for registered voters, and 3.22% accounting for the weighted data.

Survey Panel Data

The YouGov panel, a proprietary opt-in survey panel, is comprised of 1.5 million U.S. residents who have agreed to participate in YouGov Web surveys. At any given time, YouGov maintains a minimum of five recruitment campaigns based on salient current events.

Panel members are recruited by a number of methods and on a variety of topics to help ensure diversity in the panel population. Recruiting methods include Web advertising campaigns (public surveys), permission-based email campaigns, partner sponsored solicitations, telephone-to-Web recruitment (RDD based sampling), and mail-to-Web recruitment (Voter Registration Based Sampling).

The primary method of recruitment for the YouGov Panel is Web advertising campaigns that appear based on keyword searches. In practice, a search in Google may prompt an active YouGov advertisement soliciting opinion on the search topic. At the conclusion of the short survey respondents are invited to join the YouGov panel in order to receive and participate in additional

surveys. After a double opt-in procedure, where respondents must confirm their consent by responding to an email, the database checks to ensure the newly recruited panelist is in fact new and that the address information provided is valid.

The YouGov panel currently has over 20,000 active panelists who are residents of Texas. These panelists cover a wide range of demographic characteristics.

Sampling and Sample Matching

Sample matching is a methodology for selection of "representative" samples from non-randomly selected pools of respondents. It is ideally suited for Web access panels, but could also be used for other types of surveys, such as phone surveys. Sample matching starts with an enumeration of the target population. For general population studies, the target population is all adults, and can be enumerated through the use of the decennial Census or a high-quality survey, such as the American Community Survey. In other contexts, this is known as the sampling frame, though, unlike conventional sampling, the sample is not drawn from the frame. Traditional sampling, then, selects individuals from the sampling frame at random for participation in the study. This may not be feasible or economical as the contact information, especially email addresses, is not available for all individuals in the frame and refusals to participate increase the costs of sampling in this way.

Sample selection using the matching methodology is a two-stage process. First, a random sample is drawn from the target population. We call this sample the target sample. Details on how the target sample is drawn are provided below, but the essential idea is that this sample is a true probability sample and thus representative of the frame from which it was drawn.

Second, for each member of the target sample, we select one or more matching members from our pool of opt-in respondents. This is called the matched sample. Matching is accomplished using a large set of variables that are available in consumer and voter databases for both the target population and the opt-in panel.

The purpose of matching is to find an available respondent who is as similar as possible to the selected member of the target sample. The result is a sample of respondents who have the same measured characteristics as the target sample. Under certain conditions, described below, the matched sample will have similar properties to a true random sample. That is, the matched sample mimics the characteristics of the target sample.

When choosing the matched sample, it is necessary to find the closest matching respondent in the panel of opt-ins to each member of the target sample. YouGov

employs the proximity matching method to find the closest matching respondent. For each variable used for matching, we define a distance function, d(x,y), which describes how "close" the values x and y are on a particular attribute. The overall distance between a member of the target sample and a member of the panel is a weighted sum of the individual distance functions on each attribute. The weights can be adjusted for each study based upon which variables are thought to be important for that study, though, for the most part, we have not found the matching procedure to be sensitive to small adjustments of the weights. A large weight, on the other hand, forces the algorithm toward an exact match on that dimension.