University of Texas / Texas Tribune Democratic Primary Poll
Texas Statewide Survey

Field Dates: August 29-September 8, 2019
N=552 Democratic Identifiers
Margin of error: +/- 4.17% (5.1% adjusted for weighting) unless otherwise noted[1]

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

1.	Yes, registered	100%

QPRIMARY. If the 2020 primary elections for President were held today, would you vote in **[RANDOMIZE 'the Republican primary', 'the Democratic primary']** the Republican primary, the Democratic primary, or wouldn't you vote in either primary? **[RANDOMIZE 1-2]**

1.	Republican primary	**[TERMINATE]**
2.	Democratic primary	100%
3.	Wouldn't vote in either primary	**[TERMINATE]**
4.	Don't know	**[TERMINATE]**

Q2. How closely are you following the Democratic Presidential primary race?

1.	Very closely	45%
2.	Somewhat closely	38
3.	Not too closely	14
4.	Not at all closely	3

Q3. How enthusiastic would you say you are about voting in the 2020 election?

1.	Extremely enthusiastic	49%
2.	Very enthusiastic	23
3.	Somewhat enthusiastic	15
4.	Not too enthusiastic	8
5.	Not at all enthusiastic	3
6.	Don't know/No opinion	1

[1]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 4.17%. 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 5.1%.

Most Important Problem

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

1.	Political corruption/leadership	16%
2.	Health care	14
3.	Gun control/gun violence	14
4.	Environment/Climate Change	13
5.	The economy	5
6.	Immigration	5
7.	Income inequality	5
8.	Partisan gridlock	4
9.	Federal spending/national debt	3
10.	Moral decline	3
11.	Race relations	3
12.	Unemployment/jobs	2
13.	Education	2
14.	Crime and drugs	2
15.	National security/terrorism	1
16.	Border security	1
17.	Taxes	1
18.	Social welfare programs	1
19.	Voting system	1
20.	Police brutality/police militarization	1
21.	Foreign trade	1
22.	Russia	1
23.	Opioid/prescription drug abuse	1
24.	Middle East instability	0
25.	Gay marriage	0
26.	Gas prices	0
27.	Abortion	0
28.	The media	0
29.	Government data collection	0
30.	Energy	0
31.	Housing	0
32.	Afghanistan/Pakistan	0
33.	Sexual Harassment	0
34.	North Korea	0

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

1.	Gun control/gun violence	21%
2.	Political corruption/leadership	12
3.	Health care	11
4.	Immigration	8
5.	Education	7
6.	Crime and drugs	4
7.	Environment	4
8.	Moral decline	3
9.	Border security	2
10.	The economy	2
11.	Unemployment/jobs	2
12.	Transportation/roads/traffic	2
13.	Taxes	2
14.	Redistricting	2
15.	Housing	2
16.	Police brutality/police militarization	2
17.	Hurricane recovery	2
18.	Race relations	2
19.	Social welfare programs	1
20.	State government spending	1
21.	Abortion	1
22.	State budget cuts	1
23.	Gas prices	1
24.	Insurance rates	1
25.	Voting system	1
26.	Opioid/prescription drug abuse	1
27.	Gay marriage	0
28.	Water supply	0
29.	Utility rates	0
30.	Energy	0
31.	Electoral fraud	0
32.	The media	0
33.	State courts	0
34.	Property rights	0
35.	Pension funding	0

Political Figures and Elections

Q6A. Which of the following potential 2020 Democratic presidential primary candidates have you heard of? **[RANDOMIZE 1-20]**

1.	Beto O'Rourke	92%
2.	Bernie Sanders	90
3.	Joe Biden	89
4.	Elizabeth Warren	83
5.	Kamala Harris	79
6.	Julián Castro	74
7.	Cory Booker	72
8.	Pete Buttigieg	67
9.	Andrew Yang	62
10.	Bill de Blasio	60
11.	Amy Klobuchar	55
12.	Tulsi Gabbard	47
13.	Marianne Williamson	45
14.	Tim Ryan	41
15.	John Delaney	39
16.	Tom Steyer	34
17.	Michael Bennet	32
18.	Steve Bullock	29
19.	Joe Sestak	11
20.	Wayne Messam	8

Q6B. If the 2020 Democratic primary election for president were held today, which of the following candidates would you vote for? **[RANDOMIZE AND SHOW CANDIDATES FROM Q6A, APPEND OPTIONS 'Someone else', 'No one/None of them', 'Anyone/Any of them', 'Don't know/No opinion']**

1. Joe Biden	26%
2. Elizabeth Warren	18
3. Beto O'Rourke	14
4. Bernie Sanders	12
5. Kamala Harris	5
6. Pete Buttigieg	4
7. Julián Castro	3
8. Andrew Yang	3
9. Tulsi Gabbard	2
10. Cory Booker	1
11. Amy Klobuchar	1
12. Tim Ryan	1
13. Marianne Williamson	1
14. Steve Bullock	0
15. Tom Steyer	0
16. Joe Sestak	0
17. Bill de Blasio	0
18. Wayne Messam	0
19. John Delaney	0
20. Michael Bennet	0
21. Someone else	0
22. Anyone/Any of them	1
23. No one/None of them	1
24. Don't know/No opinion	6

Q6C. **[ASK IF Q6B == 1-21]** Of the remaining possible candidates, who would be your second choice, or have you not thought about it enough to have an opinion? **[PRESENT CANDIDATES NOT SELECTED IN Q6B]**

1. Elizabeth Warren	24%
2. Beto O'Rourke	13
3. Bernie Sanders	13
4. Joe Biden	11
5. Kamala Harris	8
6. Julián Castro	4
7. Andrew Yang	4
8. Pete Buttigieg	4
9. Cory Booker	2
10. Bill de Blasio	1
11. Tom Steyer	1
12. Marianne Williamson	1
13. Michael Bennet	1
14. Steve Bullock	1
15. Amy Klobuchar	1
16. Tulsi Gabbard	1
17. John Delaney	0
18. Tim Ryan	0
19. Wayne Messam	0
20. Joe Sestak	0
21. Someone else	0
22. Anyone/Any of them	2
23. No one/None of them	3
24. Don't know/No opinion	7

Q6D. **[ASK IF Q6B == 1-21]** You said you would vote for **[INSERT SELECTION FROM Q6B]** if the 2020 Democratic primary were held today, how likely are you to change your mind before the primary election? **[RANDOMIZE ORDER 1,2,3,4 AND 4,3,2,1]**

1. Very likely	10%
2. Somewhat likely	21
3. Not very likely	35
4. Not at all likely	26
5. Don’t know/No opinion	7

Q6E. Which of the following candidates **couldn't** you support in the 2020 presidential election against Donald Trump if they were to win the Democratic nomination for president?
[RANDOMIZE 1-21]

1. Joe Biden	18%
2. Marianne Williamson	17
3. Bernie Sanders	15
4. Bill de Blasio	13
5. Beto O'Rourke	13
6. Elizabeth Warren	12
7. John Delaney	12
8. Kamala Harris	12
9. Amy Klobuchar	10
10. Tim Ryan	10
11. Joe Sestak	10
12. Tulsi Gabbard	10
13. Wayne Messam	10
14. Michael Bennet	9
15. Pete Buttigieg	8
16. Tom Steyer	8
17. Steve Bullock	8
18. Andrew Yang	8
19. Cory Booker	7
20. Julián Castro	6

Q7. How important are each of the following issues in deciding who to support in the 2020 Democratic primary? **[GRID WITH RESPONSE OPTIONS, "Very important", "Somewhat important", "Not very important", "Not at all important", "Don't know/No opinion"] [RANDOMIZE A-N]**

	Very important	Somewhat important	Not very important	Not at all important	Don't know / No opinion
Health care	83	14	1	0	1
Climate change	71	22	4	2	1
Criminal justice reform	51	37	9	2	1
Economic inequality	62	29	5	2	1
Trade	42	43	12	3	1
Foreign policy	48	40	9	2	1
Defeating Donald Trump	83	7	5	3	2
Racial inequality	62	27	6	4	1
Gender inequality	45	35	12	7	2
Education	67	26	5	1	1
The economy	64	30	5	0	1
Federal court appointments	51	29	16	2	2
Gun control	71	20	6	3	0
Budget deficit	47	31	15	5	3

Q8. Which of the following issues is MOST important in deciding who to support in the 2020 Demcratic Primary? **[RANDOMIZE 1-14]**

1. Defeating Donald Trump 43%
2. Health care 12
3. Gun control 12
4. Climate change 9
5. Economic inequality 7
6. The economy 5
7. Foreign policy 2
8. Racial inequality 2
9. Education 2
10. Budget deficit 2
11. Criminal justice reform 1
12. Gender inequality 0
13. Federal court appointments 0
14. Other 2

	First Choice	Second Choice	Name ID	Very likely to change vote choice	*Somewhat likely*	*Not very likely*	*Not at all likely*	Could not support	June 2019, First Choice
Joe Biden	26	11	89	8	14	40	32	18	23
Elizabeth Warren	18	24	83	12	23	39	20	12	14
Beto O'Rourke	14	13	92	16	25	25	27	13	15
Bernie Sanders	12	13	90	4	15	42	37	15	12
Kamala Harris	5	8	79	5	28	35	22	12	5
Pete Buttigieg	4	4	67	3	26	39	6	8	8
Julian Castro	3	4	74	23	15	16	20	6	3
Andrew Yang	3	4	62	8	25	61	0	8	0
Tulsi Gabbard	2	1	47	0	11	16	65	10	3
Cory Booker	1	2	72	0	48	14	38	7	1
Amy Klobuchar	1	1	55	12	33	35	0	10	1
Tim Ryan	1	0	41	38	37	25	0	10	0
Marianne Williamson	1	1	45	14	48	5	34	17	0
Steve Bullock	0	1	29	88	12	0	0	8	0
Tom Steyer	0	1	34	0	0	100	0	8	0
Joe Sestak	0	0	11	0	0	0	0	10	0
Bill de Blasio	0	1	60	0	0	0	0	13	0
Wayne Messam	0	0	8	0	100	0	0	10	0
John Delaney	0	0	39	0	0	0	0	12	1
Michael Bennet	0	1	32	0	100	0	0	9	0

Support by Most Important Issue in Vote Choice (Q8):

	Health care	Climate change	Criminal justice reform	Economic inequality	Foreign policy	Defeating Donald Trump	Racial inequality	Gender inequality	Education	Economy	Federal court appointments	Gun control	Budget deficit
Joe Biden	29	5	44	13	15	33	11	0	5	26	0	28	49
Elizabeth Warren	18	27	0	27	14	22	5	0	6	10	0	7	10
Beto O'Rourke	15	22	4	9	10	9	41	0	11	10	100	31	23
Bernie Sanders	21	17	14	26	11	8	0	0	12	4	0	8	0
Kamala Harris	1	4	0	7	0	6	29	0	0	9	0	2	0
Pete Buttigieg	3	6	18	2	7	3	0	0	23	9	0	3	7
Julian Castro	0	5	0	0	0	4	0	100	0	10	0	3	0
Andrew Yang	4	5	0	3	0	1	0	0	43	0	0	0	0
Tulsi Gabbard	0	0	0	5	37	1	0	0	0	5	0	0	11
Cory Booker	0	0	0	2	0	0	13	0	0	0	0	1	0
Amy Klobuchar	0	0	0	3	0	2	0	0	0	0	0	0	0
Tim Ryan	0	3	0	0	0	1	0	0	0	0	0	0	0
Marianne Williamson	0	0	0	2	0	2	0	0	0	3	0	2	0
Steve Bullock	0	5	5	0	0	0	0	0	0	0	0	0	0
Tom Steyer	0	0	0	0	0	0	0	0	0	0	0	0	0
Joe Sestak	0	0	0	0	0	0	0	0	0	0	0	0	0
Bill de Blasio	0	0	0	0	0	0	0	0	0	0	0	0	0
Wayne Messam	0	0	0	0	0	0	0	0	0	0	0	1	0
John Delaney	0	0	0	0	0	0	0	0	0	0	0	0	0
Michael Bennet	0	0	0	0	0	0	0	0	0	0	0	1	0

Q9A. Which of the following potential 2020 Democratic U.S. Senate primary candidates have you heard of? **[RANDOMIZE 1-10]**

1. Royce West	22%
2. M.J. Hegar	21
3. Chris Bell	20
4. Sema Hernandez	13
5. Michael Cooper	12
6. Cristina Tzintzún Ramirez	12
7. Amanda Edwards	10
8. Dwayne Stovall	7
9. Adrian Ocegueda	4
10. Jack Daniel Foster, Jr.	3

Q9B. If the 2020 Democratic primary election for U.S. Senate were held today, which of the following candidates would you vote for? **[RANDOMIZE 1-10]**

1. M.J. Hegar	11%
2. Royce West	5
3. Sema Hernandez	3
4. Cristina Tzintzún Ramirez	3
5. Chris Bell	2
6. Michael Cooper	2
7. Amanda Edwards	2
8. Jack Daniel Foster, Jr.	1
9. Dwayne Stovall	1
10. Adrian Ocegueda	0
11. Someone else	3
12. Don't know	13
13. Haven't thought about it enough to have an opinion	53

Q9C. **[ASK IF Q9B == 1-10]** You said you would vote for **[INSERT SELECTION FROM Q9B]** if the 2020 Democratic primary were held today, how likely are you to change your mind before the primary election? **[RANDOMIZE ORDER 1,2,3,4 AND 4,3,2,1]**

1. Very likely	14%
2. Somewhat likely	32
3. Not very likely	28
4. Not at all likely	19
5. Don’t know/No opinion	7

[RANDOMIZE Q10-Q11]

Q10. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of Beto O'Rourke.

1.	Very favorable	45%
2.	Somewhat favorable	33
3.	Neither favorable nor unfavorable	10
4.	Somewhat unfavorable	6
5.	Very unfavorable	5
6.	Don't know/no opinion	2

Q11. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of Julián Castro.

1.	Very favorable	29%
2.	Somewhat favorable	33
3.	Neither favorable nor unfavorable	20
4.	Somewhat unfavorable	4
5.	Very unfavorable	3
6.	Don't know/no opinion	11

Political Knowledge

[Randomize INFO1-INFO3]

INFO1. Which political party holds the majority in the U.S. House of Representatives? **[RANDOMIZE 1-2]**

1. Republican Party	17%
2. Democratic Party	74
3. Neither	1
4. Don't know	9

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

1. More than one-half	6%
2. More than two-thirds	75
3. More than three-fourths	8
4. Don't know	11

INFO3. Who is the current Texas Comptroller of Public Accounts? **[RANDOMIZE 1-4]**

1. Glenn Hegar	14%
2. Sid Miller	9
3. Christi Craddick	8
4. George P. Bush	15
5. Don't know	54

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"]**

1. Extremely liberal	17%
2. Somewhat liberal	26
3. Lean liberal	15
4. In the middle	34
5. Lean conservative	3
6. Somewhat conservative	3
7. Extremely conservative	3

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

1. Democrat	93%
2. Independent	6
3. Republican	1

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

1. Strong Democrat	49%
2. Not very strong Democrat	25
3. Lean Democrat	19
4. Independent	7
5. Lean Republican	0
6. Not very strong Republican	0
7. Strong Republican	0

DEMLIB. Overall, do you think that Democratic elected officials in Texas are liberal enough, too liberal, or not liberal enough?

1. Liberal enough	35%
2. Too liberal	8
3. Not liberal enough	36
4. Don't know/No opinion	21

Demographics

AGE. Please indicate your age group.

1. 18-29	19%
2. 30-44	27
3. 45-64	33
4. 65 and up	21

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

1. Urban	36%
2. Suburban	51
3. Rural	12

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

1. Yes, I live in the Houston area.	25%
2. Yes, I live the Dallas-Fort Worth area	28
3. Yes, I live in the San Antonio area	11
4. Yes, I live in the Austin area	12
5. No, I live in another part of Texas.	25

CHILD. How many children are currently living with you?

1. One	14%
2. Two	15
3. Three	5
4. Four or more	2
5. None	64

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

1. Yes, I have a child/children under 18 enrolled in public school in Texas.	22%
2. Yes, I have a child/children under 18 enrolled in private school in Texas.	2
3. Yes, I have a child/children under 18 who are being home schooled in Texas.	1
4. No, I do not have any children under 18 in school in Texas.	76

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

1. Less than $10,000	6%
2. $10,000 to $19,999	7
3. $20,000 to $29,999	8
4. $30,000 to $39,999	11
5. $40,000 to $49,999	8
6. $50,000 to $59,999	10
7. $60,000 to $69,999	8
8. $70,000 to $79,999	7
9. $80,000 to $99,999	7
10. $100,000 to $119,999	6
11. $120,000 to $149,999	4
12. More than $150,000	8
13. Prefer not to say	8

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

1. Pro-life	15%
2. Pro-choice	68
3. Neither	11
4. Don't know	6

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

1. Less than high school	2%
2. High school degree	26
3. Some college	20
4. Two-year college degree	11
5. Four-year college degree	25
6. Post-graduate degree	16

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

1. Agnostic	9%
2. Assembly of God*	**1**
3. Atheist	10
4. Baptist*	**11**
5. Born again	**2**
6. Buddhist	0
7. Catholic*	**21**
8. Christian Scientist*	**0**
9. Church of Christ*	**4**
10. Church of God*	**1**
11. Disciples of Christ*	**0**
12. Episcopal/Anglican*	**1**
13. Evangelical	1
14. Hindu	0
15. Jehovah's Witnesses	0
16. Jewish	1
17. Lutheran*	**1**
18. Methodist*	**3**
19. Mormon*	**1**
20. Muslim/Islam	1
21. Nondenominational Christian*	**5**
22. Orthodox/Eastern Orthodox*	**0**
23. Pentecostal/charismatic/spirit-filled*	**1**
24. Presbyterian*	**1**
25. Protestant (non-specific)*	**1**
26. Reformed*	**0**
27. Unitarian/Universalist*	**0**
28. United Church of Christ*	**0**
29. Religious but not spiritual	0
30. Spiritual but not religious	6
31. No religious affiliation/none	13
32. Other*	**3**
33. Don't know	1

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

1. The Bible is the actual word of God and is to be taken literally, word for word.	23%
2. The Bible is the word of God but not everything in it should be taken literally, word for word.	33
3. The Bible is a book written by men and is not the word of God.	38
4. Don't know.	5

IMPORT. How important is religion in your life?

1. Extremely important	37%
2. Somewhat important	21
3. Not very important	16
4. Not at all important	26

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

1. More than once a week	9%
2. Once a week	17
3. A few times a month	8
4. Once or twice a year	27
5. Never	39

RACE1. What race do you consider yourself to be?

1. White	40%
2. African American	26
3. Hispanic or Latino	28
4. Asian/Pacific Islander	2
5. Native American	1
6. Multi-racial	3
7. Other	1

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

1. Yes	3%
2. No	97
3. 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?

1. Born in the United States or Puerto Rico	88%
2. Born in another country	12
3. Don't know	1

NATIVE2. **[Ask NATIVE2 if answer 1 on NATIVE1]** Were your parents born in the United States or Puerto Rico, or another country?

1. Both of my parents were born in the United States or Puerto Rico	67%
2. One of my parents was born in another country	16
3. Both of my parents were both in another country	17

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

1. Yes	41%
2. No	59

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

1. Alabama	1%
2. Alaska	1
3. Arizona	1
4. Arkansas	4
5. California	14
6. Colorado	3
7. Connecticut	0
8. Delaware	1
9. District of Columbia	0
10. Florida	3
11. Georgia	3
12. Hawaii	0
13. Idaho	0
14. Illinois	5
15. Indiana	1
16. Iowa	1
17. Kansas	2
18. Kentucky	0
19. Louisiana	8
20. Maine	0
21. Maryland	2
22. Massachusetts	5
23. Michigan	4
24. Minnesota	0
25. Mississippi	2
26. Missouri	3
27. Montana	1
28. Nebraska	0
29. Nevada	0
30. New Hampshire	1
31. New Jersey	1
32. New Mexico	3
33. New York	10
34. North Carolina	2
35. North Dakota	0
36. Ohio	1

37. Oklahoma	2
38. Oregon	0
39. Pennsylvania	5
40. Rhode Island	0
41. South Carolina	0
42. South Dakota	0
43. Tennessee	1
44. Texas	0
45. Utah	1
46. Vermont	1
47. Virginia	3
48. Washington	1
49. West Virginia	0
50. Wisconsin	2
51. Wyoming	0

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

1. Active-duty military	0%
2. Military veteran	9
3. Active-duty military in my immediate family	2
4. Military veteran in my immediate family	17
5. None of the above	74

HOME. Do you own or rent your home?

1. Own	61%
2. Rent	39

MARITAL. What is your marital status?

1. Married	47%
2. Separated	1
3. Divorced	12
4. Widowed	5
5. Single	29
6. Domestic Partnership	7

GENDER. What is your gender?

1. Male	42
2. Female	58

Sampling and Weighting Methodology for the Aug-Sept 2019 Texas Statewide Study

Between August 29 and September 8, 2019, YouGov interviewed 768 Texas registered voters who intend to vote in the 2020 Democratic Primary, who were then matched down to a sample of 552 to produce the final dataset. *The sampling frame and targets were constructed by stratified sampling from the Texas validated registered portion of the* 2018 Cooperative Congressional Election Study (CCES)*, which had been matched to the demographic characteristics of the* 2018 Current Population Survey (CPS)*.*

The survey was sampled such that the starts were representative of all registered Texas Democrats and Independents and matched to the sampling target. The respondents were matched on gender, age, race, education, and ideology. YouGov then weighted the matched set of survey starts to a combined sample frame from the 2018 CPS and the voter validated subset of the 2018 CCES 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, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. Finally, dataset was subset on the qualified completes (i.e. those who intended to vote in the Democratic Primary). The weights of the qualified completes were trimmed at 7 and normalized to sum to the sample size.*

Respondents were given choice of completing survey in English and Spanish. The margin of error of the weighted data for intended Democratic Primary voters is 5.1%.

Survey Panel Data

The YouGov panel, a proprietary opt-in survey panel, is comprised of 1.2 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.