

University of Texas / Texas Politics Project Poll

Texas Statewide Survey

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Field Dates: August 18-29, 2023 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?

Q1	Percent
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	41
Not very interested	10
Not at all interested	5
Don't know	0

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	36
Almost every election	37
About half	12
One or two	8
None	5
Don't know	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 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	17
Political corruption/leadership	13
The economy	11
Environment/climate change	9
Gun control/gun violence	6
Border security	6
Immigration	5
Moral decline	4
Crime	3
Income inequality	3
Education	2
Electoral fraud	2
Federal spending/national debt	2
Partisan gridlock	2
Abortion	2
Health care	2
Voting rights	1
National security/terrorism	1
Homelessness	1
Police misconduct	1
China	1
Race relations	1
Taxes	1
Unemployment/jobs	1
Gas prices	1
Opioid/drug abuse	0
North Korea	0
Coronavirus/COVID-19	0
Redistricting	0
Russia	0
Sexual harassment	0
Social welfare programs	0
Energy	0
Foreign trade	0
The media	0

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

Q5	Percent
Border security	19
Immigration	13
Inflation/rising prices	11
Political corruption/leadership	11
Gun control/gun violence	6
The economy	5
Energy/The grid	4
Crime	4
Abortion	4
Environment/climate change	4
Health care	2
Taxes	2
Education	2
Moral decline	2
Oil prices	1
Water supply	1
Gas prices	1
Homelessness	1
Housing	1
Voting rights	1
Opioid/drug abuse	1
Race relations	1
State government spending	1
Utility rates	1
Unemployment/jobs	1
Police misconduct	0
Property rights	0
Pension funding	0
Redistricting	0
Social welfare programs	0
State budget cuts	0
The media	0
Transportation/roads/traffic	0
Electoral fraud	0
Coronavirus/COVID-19	0

Retrospective Assessments

Q6. How would you rate the job <u>Joe Biden</u> is doing as president? Would you say that you...

	Approxio	Approvo	Noithor	Dicapprovo	Dicapprovo	Don't	ТОТАІ	TOTAL
	Approve	Approve	Neither		Disapprove	Don't	TOTAL	_
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
			disapprove					
Aug. 2023	17	21	8	9	43	1	38	52
June 2023	16	22	11	7	43	1	38	50
Apr. 2023	17	23	9	7	42	2	40	49
Feb. 2023	18	23	8	8	42	2	41	50
Dec. 2022	18	24	7	7	43	1	42	50
Oct. 2022	17	22	8	8	44	2	39	52
Aug. 2022	18	22	8	8	44	1	40	52
June 2022	15	20	10	8	47	1	35	55
Apr. 2022	17	20	8	9	45	1	37	54
Feb. 2022	15	21	10	9	43	1	36	52
Oct. 2021	16	19	9	7	48	2	35	55
Aug. 2021	20	20	8	5	46	1	40	51
June 2021	24	19	8	5	42	2	43	47
Apr. 2021	27	17	10	5	41	1	44	46
Mar. 2021	26	18	11	5	39	1	44	44

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	approve nor disapprove	somewhat	strongly	know	APPROVE	DISAPPROVE
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	23 27	4	22	50
Dec. 2022	5	24	23 17	19	31	3	29	50 50
Oct. 2022	5	19	18	21	34	3	24	55
Aug. 2022	<i>7</i>	19	16 17	18	3 4 37	2	2 4 26	55
June 2022	3	15	17 17	22	40	3	20 18	62
	3	15 17	20	19	40 37	3	20	56
Apr. 2022								
Feb. 2022	4	17	18	21	37	4	21	58
Oct. 2021	3	16	17	19	42	4	19	61 50
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 15	17	23	37	3	20	60
June 2020	4	15	16	26	36	3	19	62 5.0
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

Q7A. How would you rate the job the <u>U.S. Supreme Court</u> is doing? Would you say that you...

Q7A	Percent
Approve strongly	10
Approve somewhat	28
Neither approve nor disapprove	18
Disapprove somewhat	14
Disapprove strongly	28
Don't know	3

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

	Approve strongly	Approve somewhat	Neither approve nor disapprove		Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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	18	4	56	32
Feb. 2020	30	18	11	10	24	7	48	34
Oct. 2019	30	22	15	9	19	6	52	28
June 2019	29	22	13	11	20	5	51	31
Feb. 2019	33	18	12	11	21	5	51	32
Oct. 2018	36	16	12	9	23	5	52	32
June 2018	27	20	13	12	24	5	47	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 $\underline{\text{Dan Patrick}}$ is doing as Lieutenant Governor? Would you say that you...

	Approve strongly	Approve somewhat	Neither approve nor disapprove		Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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 $\underline{\text{Dade Phelan}}$ is doing as Speaker of the Texas House of Representatives? Would you say that you...

	Approve	Approve	Neither	Disapprove	Disapprove	Don't	TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
			disapprove					
Aug. 2023	5	15	27	11	20	22	20	31
June 2023	6	16	27	11	18	23	22	29
Apr. 2023	8	18	22	8	16	26	26	24
Feb. 2023	6	15	25	9	16	28	21	25
Dec. 2022	7	17	25	8	16	26	24	24
Oct. 2022	7	14	23	9	18	29	21	27
Aug. 2021	8	15	21	9	23	24	23	32
June 2021	5	15	25	8	19	28	20	27
Apr. 2021	6	14	26	8	14	31	20	22
Mar. 2021	6	13	29	8	13	31	19	21
Feb. 2021	7	15	30	6	12	30	22	18

Q8D. How would you rate the job $\underline{\text{Ken Paxton}}$ has done as Attorney General? Would you say that you...

	Approve	Approve	Neither	Disapprove	Disapprove	Don't	TOTAL	TOTAL
	strongly	somewhat	approve nor	somewhat	strongly	know	APPROVE	DISAPPROVE
			disapprove					
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]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	Disapprove	Don't	TOTAL	TOTAL
	strongly		approve nor		strongly	know		DISAPPROVE
			disapprove					
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	17	13	12	31	9	35	43
Feb. 2016	18	19	15	10	32	6	37	42
Oct. 2015	27	17	11	9	28	9	44	37

Q9B. How would you rate the job $\underline{\text{John Cornyn}}$ is doing as U.S. Senator? Would you say that you...

-	Approve strongly	Approve somewhat	Neither approve nor disapprove		Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Aug. 2023	8	20	19	15	27	11	28	42
June 2023	10	23	18	15 15	24	10	33	39
Apr. 2023	11	22	18	13	2 4 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. 2020	18	21	12	11	28	10	39	39
June 2020	15	21	13	13	27	11	36	40
Apr. 2020	15	23	13	10	26	13	38	36
Feb. 2020	16	20	13	9	30	12	36	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
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
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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 off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
Aug. 2023		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?

	Right direction	Wrong track	Don't know
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

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	Somowhat	A lot worse	Don't know	TOTAL	TOTAL
	off	better off	same	worse off	off	Doll t kilow	BETTER	WORSE
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
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

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 off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
Aug. 2023		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		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
June 2016	4	22	41	19	6	8	26	25
Feb. 2016	4	22	41	23	5	4	26	28
Oct. 2015	4	25	41	20	5	5	29	25
June 2015	5	28	44	14	4	4	33	18
Feb. 2015	6	26	47	14	3	4	32	17
Oct. 2014	9	32	40	12	4	3	41	16

Q15. Do you agree or disagree with the following statement: Newcomers from other countries enrich Texas with their hard work and values.

	Strongly	Somewhat	Somewhat	Strongly	Don't	TOTAL	TOTAL
	agree	agree	disagree	disagree	know/No	AGREE	DISAGREE
					opinion		
Aug. 2023	19	34	19	16	12	53	35
Feb. 2018	26	34	18	12	10	60	30
Feb. 2016	18	35	18	16	13	53	34
June 2014	21	39	17	14	8	60	31
Oct. 2012	20	43	18	10	10	63	28

Q16. 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
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

Q17. Now we're going to ask you about some institutions in American society. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat favorable, or very unfavorable opinion of each one. **[RANDOMIZE A-M]**

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Local businesses in your area	27	47	19	3	1	2	74	4	70
The U.S. military	33	33	18	11	4	2	66	15	51
The police	24	33	18	14	10	1	57	24	33
Churches and faith organizations	22	31	23	12	11	2	53	23	30
The municipal or local government where you live	10	35	26	16	10	2	45	26	19
Public schools (K-12)	15	30	20	19	14	3	45	33	12
Universities and colleges	16	28	22	16	16	2	44	32	12
The Texas state government	14	28	16	15	25	2	42	40	2
Labor unions	17	22	25	12	18	7	39	30	9
Major companies/corporation s based in the United States	9	30	29	18	11	2	39	29	10
The federal government	7	19	20	21	32	1	26	53	-27
The news media	7	18	22	15	35	2	25	50	-25
Major companies/corporation s based outside the United States	4	14	34	23	19	6	18	42	-24

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	7	19	20	21	32	1	26	53	-27
June 2023	8	19	18	22	32	2	27	54	-27
June 2022	4	15	18	25	36	2	19	61	-42
June 2019	6	18	20	27	26	3	24	53	-29
Feb. 2017	5	18	23	23	27	3	23	50	-27
Feb. 2015	5	18	18	21	36	2	23	57	-34

B. The Texas state government

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	14	28	16	15	25	2	42	40	2
June 2023	15	31	14	14	23	2	46	37	9
June 2022	15	25	18	12	29	2	40	41	-1
June 2019	16	32	19	14	15	3	48	29	19
Feb. 2017	17	30	22	11	17	2	47	28	19
Feb. 2015	16	0	19	15	12	3	16	27	-11

C. The municipal or local government where you live

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	10	35	26	16	10	2	45	26	19
June 2023	12	35	24	15	10	3	47	25	22
June 2022	10	32	26	17	12	3	42	29	13
June 2019	11	35	24	14	12	5	46	26	20
Feb. 2017	14	33	25	15	9	4	47	24	23
Feb. 2015	12	0	27	15	9	3	12	24	-12

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1)	Iahor	unions
D .	Labor	นเทษเธ

D. Labor ur	nions								
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	17	22	25	12	18	7	39	30	9
Dec. 2022	14	26	24	12	18	7	40	30	10
E. Local bu	ısinesses	in your are	ea						
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	27	47	19	3	1	2	74	4	70
Dec. 2022	25	50	17	4	2	3	75	6	69
F. Major co	mpanies/	corporatio	ns based in	the United S	States				
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	9	30	29	18	11	2	39	29	10
Dec. 2022	9	32	27	19	8	4	41	27	14
G. Major co	ompanies/	corporatio	ns based ou	tside the U	nited States	;			
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	4	14	34	23	19	6	18	42	-24
Dec. 2022	6	10	33	24	18	9	16	42	-26

Н.	Universities	and	col	leges
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H. Universi	lies and c	olleges							
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	[5]	TOTAL UNFAVORABLE	NET
Aug. 2023	16	28	22	16	16	2	44	32	12
Dec. 2022	14	31	18	18	16	4	45	34	11
		h organiza							
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/N o opinion	ĺ	TOTAL UNFAVORABLE	NET
Aug. 2023	22	31	23	12	11	2	53	23	30
Dec. 2022	21	29	23	13	11	3	50	24	26
J. Public so	chools (K-	12)							
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/ No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	15	30	20	19	14	3	45	33	12
June 2023	12	26	20	19	20	3	38	39	-1
Dec. 2022	15	29	22	19	12	3	44	31	13
June 2022	12	28	20	18	18	4	40	36	4
Feb. 2015	9	0	20	24	15	2	9	39	-30
K. The U.S	. military								
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/ No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	33	33	18	11	4	2	66	15	51
June 2022	30	31	20	9	7	3	61	16	45
June 2019	45	26	15	6	5	0	71	11	60
Feb. 2017	50	26	13	4	3	3	76	7	69
Feb. 2015	51	0	13	4	3	2	51	7	44

L. The police

IIIC PO									
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/ No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	24	33	18	14	10	1	57	24	33
Aug. 2022	22	34	20	14	8	2	56	22	34
June 2022	23	29	19	16	12	2	52	28	24
Feb. 2021	34	28	16	11	9	2	62	20	42
Oct. 2020	35	23	16	15	9	2	58	24	34
June 2020	31	24	13	17	13	3	55	30	25
June 2019	29	29	17	13	10	2	58	23	35
Feb. 2017	33	31	15	9	9	3	64	18	46
Feb. 2015	27	30	19	13	10	1	57	23	34

Q18. Generally speaking, do you think it is a good idea for major corporations to take public positions on current political issues or is this a bad idea?

	Good idea	Bad idea	Don't know/No opinion
Aug. 2023	25	54	20
June 2021	22	57	21

Q19. Do you think businesses and corporations are doing too much, too little, or about the right amount responding to each of the following... [RANDOMIZE A-F] [GRID WITH RESPONSE OPTIONS "Too much", "Too little", "About the right amount", "Don't know/No opinion"]

	Too much	About the right amount	Too little	Don't know/No opinion
Climate change	30	13	46	11
Racial discrimination	28	20	39	12
Women's rights	22	25	41	12
Abortion access	30	12	38	19
Democracy/voting rights	23	23	38	17
Lesbian, gay, transgender, bi-sexual, and/or queer (LGTBQ) rights	44	14	28	14

December 2022:

	Too much	About the right amount	Too little	Don't know/No opinion
Climate change	29	15	44	12
Racial discrimination	26	23	39	12
Women's rights	21	27	40	12
Abortion access	27	16	39	18
Democracy/voting rights	20	25	39	17
Lesbian, gay, transgender, bi-sexual, and/or queer (LGTBQ) rights	36	19	29	16

Q20. How serious of a threat does each of the following pose to the United States? [RANDOMIZE A-I] [GRID WITH RESPONSE OPTIONS: "Extremely serious", "Very serious", "Somewhat Serious", "Not very serious", "Not serious", Don't know/No opinion"]

	Extremely serious	Very serious	Somewhat Serious	Not very serious	Not serious	Don't know/No opinion
Misinformation	45	25	16	6	5	4
Declining commitment to democracy	42	27	15	5	3	8
Restrictions on free speech rights	42	23	18	8	4	5
Immigration	37	17	18	15	9	4
The power of the federal government	36	24	19	10	4	7
Climate change	36	17	14	12	18	3
Unfriendly foreign nations	31	28	27	7	2	4
Lack of shared values	27	27	25	9	4	7
Artificial intelligence	23	22	30	11	6	9

Political Figures and Elections

Q21. 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-N]

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Donald Trump	27	14	6	8	43	2	41	51	-10
Ted Cruz	22	19	8	7	40	4	41	47	-6
Joe Biden	20	17	7	9	44	2	37	53	-16
Ron DeSantis	12	23	12	9	36	8	35	45	-10
Kamala Harris	16	18	9	9	44	4	34	53	-19
Robert F. Kennedy, Jr.	10	24	23	10	20	12	34	30	4
Tim Scott	12	17	17	9	16	29	29	25	4
Vivek Ramaswamy	11	17	17	7	17	31	28	24	4
Nikki Haley	7	20	16	14	22	21	27	36	-9
Gavin Newsom	10	13	15	7	35	21	23	42	-19
Mike Pence	6	16	15	22	36	5	22	58	-36
Colin Allred	9	11	18	7	10	46	20	17	3
Chris Christie	5	11	20	20	28	15	16	48	-32
Roland Gutierrez	5	10	20	5	8	52	15	13	2

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
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

B. Joe Biden

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	20	17	7	9	44	2	37	53	-16
June 2023	19	18	10	8	43	1	37	51	-14
Feb. 2023	20	20	7	8	43	2	40	51	-11
Dec. 2022	17	23	10	6	43	2	40	49	-9
Aug. 2022	20	18	8	8	45	1	38	53	-15
Oct. 2020	21	20	7	9	42	1	41	51	-10
June 2020	18	20	8	12	39	3	38	51	-13
Apr. 2020	18	17	10	11	40	3	35	51	-16
Feb. 2020	17	16	10	12	41	4	33	53	-20
Oct. 2012	22	15	8	8	40	7	37	48	-11

Santis								
Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
12	23	12	9	36	8	35	45	-10
								5
								2
nce			<u> </u>	32	10	-10	- 50	
Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
6	16	15	22	36	5	22	58	-36
9	21	19	16	29	6	30	45	-15
30	12	12	12	28	6	42	40	2
tt								
Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
12	17	17	9	16	29	29	25	4
12	16	21	6	14	31	28	20	8
ley								
Very		Neither favorable nor	Somewhat	Very unfavorable	Don't know/No	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
favorable	favorable	unfavorable	umavorable	umavorabic	opinion	T FAV	TC UNFA	Ι
favorable 7	favorable	unfavorable 16	14	22	opinion 21	27 EAV	36 UNFA	-9
	Very favorable 12 21 23 nce Very favorable 6 9 30 tt Very favorable 12 12 12	Very favorable 12 23 21 19 23 17 nce Very Somewhat favorable 6 16 9 21 30 12 tt Very Somewhat favorable tt 12 17 12 16	Very favorableSomewhat favorableNeither favorable12 21 19 13 23 171219 13 23 171210ceNeither favorable6 9 21 30 1215 19 30 1212 ttNeither favorableVery favorableSomewhat favorableNeither favorable nor unfavorable12 12 14 17 12 16Neither favorable12 19 10 10 10 10 10 10 10 10 11 11 11 12 11 12Neither Neither Neither	Very favorable favorable favorable Somewhat favorable favorable favorable unfavorable Neither favorable unfavorable Somewhat unfavorable 12 23 12 9 21 19 13 6 23 17 12 6 Neither favorable nor unfavorable 8 6	Very favorable Somewhat favorable Neither favorable nor unfavorable Somewhat unfavorable Very unfavorable 12 23 12 9 36 21 19 13 6 29 23 17 12 6 32 The state of t	Very favorable Somewhat favorable Neither favorable Somewhat unfavorable Very unfavorable Neither favorable Neit	Very favorable Somewhat favorable Neither favorable Somewhat favorable Neither favorable Neith	Very favorable Somewhat favorable Neither favorable nor unfavorable Neither favorable Neither favorable

G. Vivek Ra	amaswam	y							
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	11	17	17	7	17	31	28	24	4
Apr. 2023	7	12	17	6	10	49	19	16	3
K. Ted Cru	Z								
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023	22	19	8	7	40	4	41	47	-6
June 2023	23	21	10	8	35	2	44	43	1
Oct. 2018	35	12	6	6	36	6	47	42	5
June 2018	23	18	10	8	34	7	41	42	-1
Feb. 2018	21	19	12	11	31	6	40	42	-2
Oct. 2017	19	19	11	14	31	6	38	45	-7
June 2017	20	17	12	9	36	6	37	45	-8
Oct. 2016	15	17	13	13	36	6	32	49	-17
June 2016	16	15	13	15	32	7	31	47	-16
Feb. 2016	16	20	13	11	37	5	36	48	-12
Nov. 2015	25	16	12	9	29	8	41	38	3
June 2015	22	18	15	8	29	7	40	37	3
Feb. 2015	26	15	12	8	28	10	41	36	5
June 2014	29	17	10	6	28	11	46	34	12
Feb. 2014	29	14	10	8	29	10	43	37	6
Oct. 2013	23	15	14	6	31	10	38	37	1
June 2013	26	14	13	7	24	17	40	31	9
Feb. 2013	25	14	16	7	21	17	39	28	11
Oct. 2012	16	21	14	10	16	23	37	26	11
L. Colin All	red								
	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2023 June 2023	9 10	11 11	18 22	7 4	10 11	46 42	20 21	17 15	3 6

Q22. 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-I]**

	A lot	Some	Not very much	Nothing at all
The legal problems of former president Donald Trump	69	22	6	2
Texas's placement of buoys and barbed wire at the Rio Grande River to deter migration	45	35	10	10
The legal problems of Hunter Biden	44	38	12	5
Artificial intelligence	39	43	13	5
U.S. Supreme Court Justice Clarence Thomas	35	35	17	13
The legal problems of Attorney General Ken Paxton	31	37	19	13
The impeachment and pending Senate trial of Attorney General Ken Paxton	28	39	19	14
Governor Greg Abbott's intention to call a special session of the Texas Legislature focused on K-12 public education	18	31	28	24
The possibility of a federal government shutdown	15	35	31	20

A. The legal problems of Attorney General Ken Paxton

	A lot	Some	Not very much	Nothing at all
Aug. 2023	31	37	19	13
June 2023	31	40	17	12
Oct. 2022	20	37	26	16
Apr. 2022	18	38	23	21
Oct. 2016	15	30	24	31

Q23. Do you think that each of the following criminal charges against Donald Trump is mostly based on the facts or mostly based on politics? **[RANDOMIZE A-D]**

	Mostly based	Mostly based on	Don't
	on the facts	politics	know/Unsure
Mishandling classified documents upon leaving office	47	46	7
Illegally paying money to an adult film star	48	39	12
Conspiring to overturn the 2020 election results in Georgia	44	48	8
Conspiring to overturn the 2020 election results in the United States	44	49	7

Q24A. Based on what you know, do you think that the Texas House of Representatives was justified in impeaching Attorney General Ken Paxton?

	Yes, justified	No, not justified	Don't know/No opinion
Aug. 2023	50	17	33
June 2023	50	17	33

Q24B. Based on what you know, do you think that Ken Paxton took actions while Attorney General that justify removing him from elected office?

Q24B	Percent
Yes	47
No	18
Don't know/No opinion	35

Q25. Do you think that the investigations of Ken Paxton are mostly based on the facts or are they mostly based on politics?

Q25	Percent	
Mostly based on the facts	47	
Mostly based on politics	28	
Don't know/No opinion	25	

Policy Questions

Q26. How closely have you been following the Texas Legislature?

Q26	Percent
Extremely closely	10
Somewhat closely	44
Not very closely	33
Not at all closely	13

Q27. Based on what you know, over the next few years do you expect the property taxes that Texans pay to decrease, increase, stay the same, or don't you have an opinion? **[RANDOMIZE 1-2]**

Q27	Percent
Increase	38
Decrease	32
Stay the same	16
Don't know/No opinion	14

Q28. 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? [GRID WITH RESPONSE OPTION "Extremely important", "Very important", "Somewhat important", "Not very important", "Not important", "Don't know/No opinion"] [RANDOMIZE A-K]

	Extremely	Very	Somewhat	Not very	Not	Don't
	important	important	important	important	important	know/No
						opinion
School safety	60	24	8	3	2	3
Curriculum content (i.e. what	47	25	1.4	5	6	2
students are taught)	4/	25	14	Э	Ö	3
Teacher pay / teacher retention	45	28	17	4	3	3
Parental rights	44	23	16	8	6	4
Public school financing	37	34	18	4	3	4
Facilities and school infrastructure	20	2.4	22	C	2	_
additions or improvements	28	34	23	6	3	5
Vouchers, educational savings						
accounts (ESAs), or other "school	26	22	20	10	15	9
choice" legislation						

Q29. Do you think that Texas state government spends too much, too little, or about the right amount on K-12 public education?

	Too much	About the right	Too little	Don't know/No
		amount		opinion
Aug. 2023	11	22	51	32
Feb. 2023	12	28	48	24
Feb. 2021	13	26	50	20
Feb. 2020	12	21	50	34
June 2019	11	23	53	0
Feb. 2019	9	18	55	18
Oct. 2012	11	23	52	14

[SPLIT-SAMPLE Q30A-Q30B]

Q30A. Do you support or oppose redirecting state tax revenue to help parents pay for some of the cost of sending their children to private or parochial schools?

(N=606, margin of error +/-3.98%)

	Strongly	Somewhat	Somewhat	Strongly	Don't	TOTAL	TOTAL
	support	support	oppose	oppose	know/No	SUPPORT	OPPOSE
					opinion		
Aug. 2023	21	24	13	29	13	45	42
Feb. 2023	19	27	12	29	12	46	41
Apr. 2022	21	24	12	28	15	45	40
June 2017	16	26	15	33	10	42	48

Q30B. Do you support or oppose establishing a voucher, educational savings account (ESA), or other "school choice" program in Texas?

(N=593, margin of error +/-4.03%)

	Strongly	Somewhat	Somewhat	Strongly	Don't	TOTAL	TOTAL
	support	support	oppose	oppose	know/No	SUPPORT	OPPOSE
					opinion		
Aug. 2023	29	23	9	18	20	52	27
June 2023	33	25	8	19	15	58	27
Feb. 2023	19	27	12	29	12	46	41
Apr. 2022	21	24	12	28	15	45	40
June 2017	16	26	15	33	10	42	48

Q31. Do you support or oppose ending bilingual education in Texas public schools?

	Strongly		Somewhat	Strongly	Don't know/No	TOTAL SUPPORT	TOTAL OPPOSE
	support	support	oppose	oppose	opinion	SUPPORT	OPPOSE
Aug. 2023	20	18	17	34	11	38	51
Aug. 2022	22	19	15	32	13	41	47
Aug. 2021	19	16	18	37	10	35	55
Oct. 2019	27	14	13	35	12	41	48
May 2010	45	13	13	23	6	58	36
June 2009	22	21	16	34	7	43	50

Q32. 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
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

Q33. Do you think that Texas spends too much, too little, or about the right amount on border security?

	Too much	About the right	Too little	Don't know/No
		amount		opinion
Aug. 2023	28	22	38	12
June 2023	26	22	40	13
Feb. 2023	28	21	41	10
Oct. 2022	30	24	29	17
Aug. 2022	27	22	34	17
June 2022	26	22	36	16
Apr. 2022	30	20	32	18
Feb. 2022	23	23	39	15
Oct. 2021	28	20	33	20
Aug. 2021	24	18	37	21
Feb. 2021	26	22	39	13
Feb. 2019	15	30	38	18

Q34. Do you support or oppose the state of Texas implementing the following policies in response to migration at the U.S.-Mexico border? [RANDOMIZE A-E] [GRID WITH RESPONSE OPTIONS: "Strongly support", "Somewhat support", Somewhat oppose", "Strongly oppose", "Don't know/No opinion"]

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Deploying additional state police and military resources to the border between Texas and Mexico	42	22	9	20	8	64	29
Paying to bus foreign migrants awaiting their asylum hearings to other parts of the country outside Texas	32	16	10	31	11	48	41
Placing buoys and barbed wire at the Rio Grande River to deter migration	38	14	9	31	7	52	40
Separating men from their families when apprehended crossing the border	18	14	16	39	13	32	55
Constructing and/or repairing walls or physical barriers on the border between Texas and Mexico	43	17	11	21	8	60	32

A. Deploying additional state police and military resources to the border between Texas and Mexico

	Support	Oppose	Don't know enough to
			have an opinion
Aug. 2023	64	29	0
June 2023	59	26	14
Apr. 2022	57	31	11

B. Paying to bus foreign migrants awaiting their asylum hearings to other parts of the country outside Texas

	Strongly	Somewhat	Somewhat	Strongly	Don't know/No
	support	support	oppose	oppose	opinion
Aug. 2023	32	16	10	31	11
Oct. 2022	38	16	7	28	11
Aug. 2022	36	16	8	27	14

Q35. Do you agree or disagree with the following statement: *Undocumented immigrants currently living in the United States should be deported immediately*.

	Strongly	Somewhat		Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGRE
	agree	agree	disagree	uisagiee		AGKEE	E
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

Q36. 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-J]

	A lot of discrimination	Some	Not very much	None at all	Don't know/no opinion
Transgender people	38	25	19	13	6
African Americans	36	31	22	8	3
Gays and Lesbians	33	29	21	12	5
Muslims	29	39	20	7	5
Hispanics	24	40	24	8	4
Christians	24	26	24	22	4
Women	22	40	25	10	3
Asians	21	46	23	5	4
Whites	19	21	24	33	3
Men	16	23	29	27	5

Q37. In your opinion, which of the following groups faces the MOST discrimination in the United States today? **[RANDOMIZE 1-10]**

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

Q38. Do you support or oppose passing an English-only amendment to the Texas constitution?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Aug. 2023	28	18	13	29	13	46	42
Aug. 2022	24	16	13	34	13	40	47
Aug. 2021	29	14	10	34	13	43	44
Oct. 2019	34	13	11	29	14	47	40
May 2010	56	11	9	19	5	67	28
June 2009	43	17	10	18	12	60	28

Q39. Do you think the U.S. is doing too much, too little, or about the right amount in response to the Russian invasion of Ukraine?

	Too much	Too little	Right amount	Don't know/No opinion
Aug. 2023	36	21	30	13
June 2023	35	22	30	14
Apr. 2023	32	21	32	15
Feb. 2023	30	21	32	17
Dec. 2022	29	22	34	15
June 2022	28	27	25	21
Apr. 2022	15	39	29	17

Q40. Do you agree or disagree with the following statement: *Protesters who entered the United States Capitol January 6th, 2021 were attempting to overturn the results of the 2020 election.*

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	TOTAL AGREE	TOTAL DISAGREE
Aug. 2023	39	15	10	25	10	54	35
June 2022	41	13	11	25	9	54	36
Feb. 2022	36	15	11	24	14	51	35

Q41. Regardless of whom you supported, do you think Joe Biden legitimately won the 2020 presidential election? **[RANDOMIZE 1-2]**

	Yes	No	Not sure
Aug. 2023	56	35	9
Apr. 2023	56	34	10
Feb. 2023	56	35	9
Dec. 2022	57	32	11
Oct. 2022	53	35	12
Aug. 2022	52	36	12
June 2022	54	35	11
Feb. 2022	53	36	11

Political Knowledge

[Randomize INFO1-INFO3]

INFO1. Who is the current Chief Justice of the United State Supreme Court? [RANDOMIZE 1-4]

INFO1	Percent
John Roberts	59
Samuel Alito	3
Sonia Sotomayor	4
Clarence Thomas	14
Don't know	19

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	8
More than one-half	8
Don't know	15

INFO3. Who of the following is the current speaker of the Texas House of Representatives? **[RANDOMIZE 1-4]**

INFO3	Percent
Dade Phelan	45
Dan Patrick	17
Dennis Bonnen	2
Joe Straus	4
Don't know	32

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"]

LIBCON7	Percent
Extremely lib.	11
Somewhat lib.	14
Lean lib.	9
Moderate	24
Lean con.	9
Somewhat con.	17
Extremely con.	17

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

PID3	Percent
Democrats	44
Independents	11
Republicans	45

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

PID7	Percent
StrDem	22
WeakDem	13
LeanDem	8
Ind	11
LeanRep	9
WeakRep	10
StrRep	25

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	38
Too conservative	13
Not conservative enough	41
Don't know/No opinion	9

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	35
Too liberal	12
Not liberal enough	38
Don't know/No opinion	15

Demographics

AGE. Please indicate your age group.

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

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

LOCATE	Percent
Urban	33
Suburban	49
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	22
Yes, I live the Dallas-Fort Worth area	28
Yes, I live in the San Antonio area	12
Yes, I live in the Austin area	8
No, I live in another part of Texas	30

CHILD. How many children are currently living with you?

CHILD	Percent
One	18
One Two Three	14
Three	4
Four or more	3
None	61

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.	19
Yes, I have a child/children under 18 enrolled in private school in Texas.	5
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	4
\$10,000 - \$19,999	6
\$20,000 - \$29,999	9
\$30,000 - \$39,999	8
\$40,000 - \$49,999	9
\$50,000 - \$59,999	8
\$60,000 - \$69,999	8
\$70,000 - \$79,999	7
\$80,000 - \$99,999	8
\$100,000 - \$119,999	7
\$120,000 - \$149,999	5
More than \$150,000	9
Prefer not to say	12

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

AB	Percent
Pro-life	40
Pro-choice	45
Neither	11
Don't know	4

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

EDU	Percent
Less than high school	3
High school degree	27
Some college	18
Two-year college degree	13
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	3
Assembly of God	1
Atheist	4
Baptist	12
Born again	3
Buddhist	1
Catholic	23
Christian Scientist	1
Church of Christ	3
Church of God	0
Disciples of Christ	0
Don't know	2
Episcopal / Anglican	1
Evangelical	2
Hindu	0
Jehovah's Witnesses	0
Jewish	1
Lutheran	2
Methodist	4
Mormon	1
Muslim / Islam	2
No religious affiliation / none	11
Nondenominational Christian	6
Orthodox / Eastern Orthodox	0
Other	4
Pentecostal / charismatic / spirit-filled	2
Presbyterian	1
Protestant (non-specific)	2
Reformed	0
Religious but not spiritual	0
Spiritual but not religious	6
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.	33
The Bible is the word of God but not everything in it should be taken literally, word for	
word.	
The Bible is a book written by men and is not the word of God.	
Don't know.	6

IMPORT. How important is religion in your life?

IMPORT	Percent
Extremely important	42
Somewhat important	29
Not very important	12
Not at all important	16

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	15
Once a week	20
A few times a month	10
Once or twice a year	20
Never	35

RACE1. What race do you consider yourself to be?

race	Percent
White / Blanco	55
Black	13
Hispanic	26
Asian	2
Middle Eastern	0
Native American	0
Mixed	2
Other	1

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

RACE2	Percent	
Yes	2	
No	97	
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?

NATIVE1	Percent
Born in the United States or Puerto Rico	87
Born in another country	11
Don't know	2

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	59
States or Puerto Rico	
One of my parents was born in another country	26
Both of my parents were both in another country16	

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

MOVE	Percent	
Yes	38	
No	62	

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

STATE	Percent
Alabama	1
Alaska	0
Arizona	2
Arkansas	2
California	13
Colorado	4
Connecticut	0
Delaware	0
Florida	6
Georgia	3
Hawaii	1
Idaho	0
Illinois	6
Indiana	2
Iowa	2
Kansas	1
Kentucky	1
Louisiana	3
Maine	1
Maryland	2
Massachusetts	1
Michigan	2
Minnesota	1
Mississippi	1
Missouri	3
Montana	0
Nebraska	1
Nevada	0
New Hampshire	0
New Jersey	1
New Mexico	3
New York	6
North Carolina	2
North Dakota	0
Not in the U.S. or Canada	2
Ohio	4
Oklahoma	4
Oregon	1
Pennsylvania	3
Puerto Rico	1
Rhode Island	1
South Carolina	1
Tennessee	2

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Utah	1
Vermont	0
Virginia	3
Washington	3
West Virginia	0

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

	Percent
Active-duty military	1
Military veteran	13
Active-duty military in my immediate family	5
Military veteran in my immediate family	17
None of the above	69

HOME. Do you own or rent your home?

HOME	Percent
Own	67
Rent	33

MARITAL. What is your marital status?

MARITAL	Percent
Married	48
Separated	2
Divorced	10
Widowed	7
Single	30
Domestic Partnership	3

GENDER. What is your gender?

gender	Percent
Male	46
Female	54

P20. In the 2020 presidential election, who did you vote for?

presvote20post	Percent
Did not vote for President	11
Donald Trump	46
Howie Hawkins	0
Jo Jorgensen	1
Joe Biden	42
Other	0

Sampling and Weighting Methodology for the August 2023 Texas Statewide Study

For the survey, YouGov interviewed 1,329 Texas registered voters between August 18th – 29th, 2023 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.1 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 2020 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 2020 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 of the full sample of registered voters is +/-2.83% (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

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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.