

University of Texas / Texas Politics Project Poll
Texas Statewide Survey

Field Dates: December 1-10, 2023

N=1200 Registered Voters

Margin of error: +/- 2.83% (3.38% 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	40
Somewhat interested	44
Not very interested	11
Not at all interested	5
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	32
Almost every election	40
About half	12
One or two	10
None	5
Don't know	2

Q3A. How enthusiastic would you say you are about voting in the 2024 election?

	Extremely enthusiastic	Very enthusiastic	Somewhat enthusiastic	Not too enthusiastic	Not at all enthusiastic	Don't know/No opinion
Dec. 2023	38	22	18	13	6	3
Oct. 2023	39	22	17	14	7	2
Oct. 2019	50	20	17	7	5	1

¹In 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 3.38%.

Most Important Problem

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

Q4	Percent
Inflation/rising prices	16
The economy	12
Political corruption/leadership	11
Border security	8
Gun control/gun violence	7
Immigration	7
Environment/climate change	5
Moral decline	4
Income inequality	3
Health care	3
Federal spending/national debt	2
Crime	2
Partisan gridlock	2
Abortion	2
National security/terrorism	2
Voting rights	1
Housing	1
Middle East instability	1
Police brutality/police militarization	1
Electoral fraud	1
Education	1
Taxes	1
Homelessness	1
Social welfare programs	1
Unemployment/jobs	1
Opioid/drug abuse	1
Gas prices	1
North Korea	0
Coronavirus/COVID-19	0
Race relations	0
Redistricting	0
Russia	0
Sexual harassment	0
Afghanistan	0
Energy	0
China	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	20
Immigration	14
Inflation/rising prices	10
Political corruption/leadership	10
The economy	6
Gun control/gun violence	5
Crime	4
Environment/climate change	3
Taxes	3
Education	3
Abortion	3
Moral decline	2
Health care	2
Energy/The grid	2
Unemployment/jobs	2
Voting rights	2
Opioid/drug abuse	1
Homelessness	1
Housing	1
Police misconduct	1
Social welfare programs	1
Race relations	1
Redistricting	1
State government spending	1
Property rights	0
Pension funding	0
Oil prices	0
State budget cuts	0
Gas prices	0
The media	0
Transportation/roads/traffic	0
Electoral fraud	0
Utility rates	0
Coronavirus/COVID-19	0
Water supply	0

Retrospective Assessments

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

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Dec. 2023	18	20	7	11	43	1	38	54
Oct. 2023	14	23	10	10	43	1	37	53
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.S. Congress is doing? Would you say that you...

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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

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

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Dec. 2023	8	27	19	17	26	3	35	43
Oct. 2023	9	30	20	15	24	3	39	39
Aug. 2023	10	28	18	14	28	3	38	42

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 somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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	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 Dan Patrick is doing as Lieutenant Governor? Would you say that you...

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

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Dec. 2023	6	16	28	13	18	19	22	31
Oct. 2023	5	17	25	11	20	21	22	31
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

Q8C2. How would you rate the job the Texas Legislature is doing? Would you say that you...

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
Dec. 2023	7	29	17	19	20	7	36	39
June 2023	6	27	20	19	21	6	33	40
Oct. 2021	10	25	17	13	27	9	35	40
Aug. 2021	8	20	16	19	29	8	28	48
June 2021	9	26	19	15	23	7	35	38
June 2019	8	30	22	16	13	11	38	29
Oct. 2017	5	23	21	17	20	13	28	37
June 2017	12	22	18	15	27	8	34	42
June 2015	10	32	20	14	16	7	42	30
Oct. 2013	7	24	24	17	22	5	31	39
June 2013	8	27	26	19	16	4	35	35
May 2011	7	28	22	18	20	5	35	38

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

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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]

Q9A. How would you rate the job Ted Cruz is doing as U.S. Senator? Would you say that you...

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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	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 John Cornyn is doing as U.S. Senator? Would you say that you...

	Approve strongly	Approve somewhat	Neither approve nor disapprove	Disapprove somewhat	Disapprove strongly	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
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. 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
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 off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
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?

	Right direction	Wrong track	Don't know
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

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 off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
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
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
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
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

Q15. 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
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

Q16. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of labor unions.

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
Dec. 2023	16	27	21	14	15	7	43	29
Aug. 2023	17	22	25	12	18	7	39	30
Dec. 2022	14	26	24	12	18	7	40	30

Q17. Generally speaking, do you think labor unions are good or bad for each of the following...
[RANDOMIZE A-E] [GRID WITH RESPONSE OPTIONS: "Good", "Bad", "Don't know/No opinion"]

	Good: Dec. 2023	Bad: Dec. 2023	Don't know/No opinion: Dec. 2023	Good: Dec. 2022	Bad: Dec. 2022	Don't know/No opinion: Dec. 2022
Workers	64	19	16	57	25	19
Businesses	40	37	23	40	35	26
Consumers	42	34	25	41	33	26
The State of Texas	46	28	26	43	31	26
The United States of America	50	28	23	46	30	24

Political Figures and Elections

Q18. 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-Q]

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
Donald Trump	29	17	7	6	39	1	46	45
Ted Cruz	22	22	11	6	36	4	44	42
Joe Biden	20	18	7	10	44	1	38	54
Ron DeSantis	14	24	15	9	32	7	38	41
Robert F. Kennedy, Jr.	8	28	23	14	19	9	36	33
Kamala Harris	13	20	13	7	44	3	33	51
Nikki Haley	8	22	20	15	19	15	30	34
Vivek Ramaswamy	9	19	21	9	23	19	28	32
Mitt Romney	6	20	21	16	29	8	26	45
Colin Allred	11	12	19	6	10	41	23	16
Chris Christie	5	16	20	19	27	12	21	46
Joe Manchin	3	17	22	18	19	21	20	37
Cornel West	4	13	23	9	13	38	17	22
Roland Gutierrez	6	10	20	6	7	51	16	13
Jill Stein	4	11	22	10	15	39	15	25
Larry Hogan	3	10	21	8	7	50	13	15
Dean Phillips	3	8	22	8	7	51	11	15

Joe Biden Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	20	18	7	10	44	1	38	54	-16
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

Donald Trump Favorability Trend:

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

Chris Christie Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	5	16	20	19	27	12	21	46	-25
Oct. 2023	5	11	20	20	28	15	16	48	-32

Ron DeSantis Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	14	24	15	9	32	7	38	41	-3
Aug. 2023	12	23	12	9	36	8	35	45	-10
Apr. 2023	21	19	13	6	29	11	40	35	5
Feb. 2023	23	17	12	6	32	10	40	38	2

Nikki Haley Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	8	22	20	15	19	15	30	34	-4
Aug. 2023	7	20	16	14	22	21	27	36	-9
Apr. 2023	9	20	18	11	19	23	29	30	-1

Vivek Ramaswamy Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	9	19	21	9	23	19	28	32	-4
Aug. 2023	11	17	17	7	17	31	28	24	4
Apr. 2023	7	12	17	6	10	49	19	16	3

Ted Cruz Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	22	22	11	6	36	4	44	42	2
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

Colin Allred Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	11	12	19	6	10	41	23	16	7
Aug. 2023	9	11	18	7	10	46	20	17	3
June 2023	10	11	22	4	11	42	21	15	6

Roland Gutierrez Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	6	10	20	6	7	51	16	13	3
Aug. 2023	5	10	20	5	8	52	15	13	2

Kamala Harris Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	13	20	13	7	44	3	33	51	-18
Aug. 2023	16	18	9	9	44	4	34	53	-19

Mitt Romney Favorability Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Dec. 2023	6	20	21	16	29	8	26	45	-19
Oct. 2012	24	21	8	11	33	3	45	44	1

Q19. If the 2024 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]**

Q19	Percent
Republican primary	46
Democratic primary	35
Wouldn't vote in either primary	11
Don't know	8

Q20. **[ASK IF Q19 == 1]** If the 2024 Republican primary election for president were held today, which of the following candidates would you vote for? **[RANDOMIZE 1-7]**

(N=552, margin of error +/-4.17%)

Q20	Percent
Donald Trump	65
Ron DeSantis	12
Nikki Haley	9
Vivek Ramaswamy	4
Chris Christie	2
Doug Burgum	1
Someone else	0
No one/None of them	1
Anyone/Any of them	1
Don't know/No opinion	6

Q21. [ASK IF Q19 == 2] If the 2024 Democratic primary election for U.S. Senate were held today, which of the following candidates would you vote for? [RANDOMIZE 1-14]

(N=415, margin of error +/-4.81%)

Q21	Percent
Colin Allred	28
Roland Gutierrez	7
Meri Gomez	3
Carl Sherman	2
Sherri Taylor	2
Victor D. Dunn	2
Mark A. Gonzalez	2
John Love III	2
Steve Keough	1
Tracy Andrus	1
Aaron Arguijo	1
Heli Rodriguez-Prilliman	0
Teresa Naranjo	0
Thierry Tchenko	0
Someone else	2
Haven't thought about it enough to have an opinion	38
Don't know	10

[RANDOMIZE Q22A-Q22D]

Q22A. If the 2024 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Joe Biden", "Donald Trump"] Joe Biden and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

Q22A	Percent
Joe Biden	39
Donald Trump	45
Someone else	11
Haven't thought about it enough to have an opinion	5

Q22B. If the 2024 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Joe Biden", "Ron DeSantis"] Joe Biden and Ron DeSantis, who would you vote for, or haven't you thought enough about it to have an opinion?

Q22B	Percent
Joe Biden	37
Ron DeSantis	39
Someone else	15
Haven't thought about it enough to have an opinion	9

Q22C. If the 2024 presidential election were held today, and the candidates were **[RANDOMIZE ORDER “Joe Biden”, “Vivek Ramaswamy”]** Joe Biden and Vivek Ramaswamy, who would you vote for, or haven't you thought enough about it to have an opinion?

Q22C	Percent
Joe Biden	37
Vivek Ramaswamy	34
Someone else	19
Haven't thought about it enough to have an opinion	11

Q22D. If the 2024 presidential election were held today, and the candidates were **[RANDOMIZE ORDER “Joe Biden”, “Nikki Haley”]** Joe Biden and Nikki Haley, who would you vote for, or haven't you thought enough about it to have an opinion?

Q22D	Percent
Joe Biden	36
Nikki Haley	33
Someone else	20
Haven't thought about it enough to have an opinion	11

Q22E. If the 2024 presidential election were held today, and the candidates were **[RANDOMIZE ORDER “Joe Biden”, “Donald Trump”, “Robert F. Kennedy, Jr.”, “Jill Stein”, “Cornel West”]** Joe Biden, Donald Trump, Robert F. Kennedy, Jr., Jill Stein, and Cornel West, who would you vote for, or haven't you thought enough about it to have an opinion? **[RANDOMIZE 1-5]**

Q22E	Percent
Joe Biden	34
Donald Trump	42
Robert F. Kennedy, Jr.	8
Cornel West	3
Jill Stein	2
Haven't thought about it enough to have an opinion	12

[RANDOMIZE Q23A-Q23B]

Q23A. If the 2024 U.S. senate election in Texas were held today, and the candidates were **[RANDOMIZE ORDER “Ted Cruz”, “Colin Allred”]** Ted Cruz and Colin Allred, who would you vote for, or haven't you thought enough about it to have an opinion? **[RANDOMIZE 1-2]**

Q23A	Percent
Ted Cruz	43
Colin Allred	27
Someone else	15
Haven't thought about it enough to have an opinion	15

Q23B. If the 2024 U.S. senate election in Texas were held today, and the candidates were **[RANDOMIZE ORDER “Ted Cruz”, “Roland Gutierrez”]** Ted Cruz and Roland Gutierrez, who would you vote for, or haven't you thought enough about it to have an opinion? **[RANDOMIZE 1-2]**

Q23B	Percent
Ted Cruz	42
Roland Gutierrez	26
Someone else	16
Haven't thought about it enough to have an opinion	17

Q24. If the 2024 election for U.S. Congress in your district were held today, would you vote for the Democratic candidate, the Republican candidate, or haven't you thought enough about it to have an opinion?

	The Republican candidate	The Democratic candidate	Someone else	Don't know/No opinion
Dec. 2023	46	38	5	11
Oct. 2023	47	38	6	9

[RANDOMIZE Q25A-Q25B]

Q25A. 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 favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
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

Q25B. 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 favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
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

Q26. Given what you know about the following countries, 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. **[RANDOMIZE A-N] [GRID WITH RESPONSE OPTIONS: “Very favorable”, “Somewhat favorable”, “Neither favorable nor unfavorable”, “Somewhat unfavorable”, “Very unfavorable”, “Don’t know/No opinion”]**

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORA BLE: 2023	TOTAL UNFAVORA BLE: 2023	TOTAL FAVORA BLE: 2022	TOTAL UNFAVORA BLE: 2022 Dec. 2022
Japan	25	38	23	5	3	6	63	8	60	11
Australia	29	33	22	6	3	6	62	9	62	13
Canada	32	29	19	9	7	4	61	16	60	19
Great Britain	26	35	23	7	4	5	61	11	62	12
South Korea	20	35	23	8	8	7	55	16	55	14
Israel	31	24	19	10	10	6	55	20	47	19
Ukraine	18	26	25	14	11	5	44	25	50	22
Mexico	12	27	26	18	13	4	39	31	38	34
Saudi Arabia	5	11	26	26	25	7	16	51	12	56
China	4	10	17	23	41	6	14	64	10	69
Venezuela	4	10	28	22	28	9	14	50	15	54
Russia	3	8	15	17	53	4	11	70	7	77
North Korea	3	5	13	12	62	6	8	74	7	79
Iran	2	6	14	17	54	7	8	71	0	0

Q27. How much have you heard in the news recently about each of the following: **[GRID WITH RESPONSE OPTIONS: “A lot”, “Some”, “Not very much”, “Nothing at all”] [RANDOMIZE A-K]**

	A lot	Some	Not very much	Nothing at all
The Hamas terrorist attack in Israel and the Israeli response	67	24	6	3
The legal problems of former president Donald Trump	62	25	10	3
The war in Ukraine	45	38	14	3
Anti-semitic sentiment in the United States	42	33	15	10
The legal problems of Hunter Biden	34	40	21	6
Anti-Islamic sentiment in the United States	33	34	20	13
Efforts by state officials to establish a voucher, educational savings account (ESA), or other “school choice” program in Texas	30	36	20	14
Governor Greg Abbott’s endorsement of Donald Trump for president	24	34	23	18
U.S. House impeachment investigation of Joe Biden	21	41	26	12
The Special Sessions of the Texas Legislature	17	38	27	18
The Colony Ridge development in Texas	9	20	25	46

Q28. Do you approve or disapprove of Israel's response to the October 7 terrorist attacks by Hamas?

Q28	Percent
Approve strongly	33
Approve somewhat	23
Disapprove somewhat	11
Disapprove strongly	15
Don't know/No opinion	18

Q29. Which of the following is closest to your view of the United States' response to the current conflict between Israel and Hamas? *The U.S. should...* [RANDOMIZE 1-2]

Q29	Percent
Primarily be working to support Israeli military efforts.	26
Primarily be working to prevent Palestinian civilian casualties.	12
Be working to balance support for Israeli military efforts AND the prevention of Palestinian civilian casualties.	34
Not be involved in the conflict between Israel and Hamas.	16
Don't know/no opinion	12

Q30. 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
Dec. 2023	33	19	33	15
Oct. 2023	37	19	31	13
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

Q31. Turning next to national immigration policy, do you support or oppose each of the following ideas? [GRID WITH RESPONSE OPTIONS “Strongly support”, “Somewhat support”, “Somewhat oppose”, “Strongly oppose”, “Don’t know/No opinion”] [RANDOMIZE A-G]

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Tightening U.S. border security and providing Border Patrol with increased technology, infrastructure, and personnel.	54	27	8	6	6	81	14
Requiring U.S. business owners to check the immigration status of any employee they hire, with stiff fines and penalties for employers who knowingly hire illegal immigrants.	50	24	10	7	9	74	17
Allowing engineers and scientists from other countries who earn graduate degrees in the U.S. to remain in the U.S. to work.	29	39	13	7	12	68	20
Constructing and/or repairing walls or physical barriers on the border between the U.S. and Mexico.	46	17	12	17	8	63	29
Allowing illegal immigrants living in the U.S. the opportunity to become citizens after a long waiting period if they pay taxes and a penalty and pass a criminal background check.	30	32	10	21	6	62	31
Varying the number of low-skilled immigrants allowed to enter the country depending on how the U.S. economy is doing.	20	33	13	15	18	53	28
Making it easier for companies to hire high-skilled workers from other countries to work in the U.S.	21	30	21	16	12	51	37

Item	December 2023		October 2013	
	TOTAL SUPPORT	TOTAL OPPOSE	TOTAL SUPPORT	TOTAL OPPOSE
Tightening U.S. border security and providing Border Patrol with increased technology, infrastructure, and personnel.	81	14	81	14
Requiring U.S. business owners to check the immigration status of any employee they hire, with stiff fines and penalties for employers who knowingly hire illegal immigrants.	74	17	83	13
Allowing engineers and scientists from other countries who earn graduate degrees in the U.S. to remain in the U.S. to work.	68	20	67	25
Allowing illegal immigrants living in the U.S. the opportunity to become citizens after a long waiting period if they pay taxes and a penalty and pass a criminal background check.	62	31	66	30
Varying the number of low-skilled immigrants allowed to enter the country depending on how the U.S. economy is doing.	53	28	54	30

Policy Questions

Q32. How closely have you been following the Texas Legislature?

Q32	Percent
Extremely closely	10
Somewhat closely	43
Not very closely	34
Not at all closely	13

Q33. Below are some proposals that the Texas Legislature considered recently. Please tell us whether 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-H]**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Increasing funding for public school safety	50	32	7	4	7	82	11
Increasing pay for public school teachers	55	26	8	4	7	81	12
Increasing per student funding for public schools	40	28	12	9	11	68	21
Increasing state funding for constructing and/or repairing walls or physical barriers on the border between Texas and Mexico	40	21	10	22	7	61	32
Making it a state crime for an undocumented immigrant to be in Texas in most circumstances	39	17	14	19	11	56	33
Establishing a voucher, educational savings account (ESA), or other “school choice” program in Texas	27	27	9	23	14	54	32
Prohibiting private employers from requiring their employees to get a COVID-19 vaccination	37	17	13	22	10	54	35
Providing additional state police resources to the Colony Ridge development in Liberty County, Texas	15	21	8	8	48	36	16

Q34. How confident are you that the Texas legislature accomplished each of the following during its legislative sessions this year? **[GRID WITH RESPONSE OPTIONS, “Extremely confident”, “Very confident”, “Somewhat confident”, “Not very confident”, “Not confident”, “Don’t know/No opinion”][RANDOMIZE A-E]**

	Extremely confident	Very confident	Somewhat confident	Not very confident	Not confident	Don't know/No opinion
Increased the reliability of the state’s electric grid	10	13	22	22	24	9
Increased the reliability of the state’s water supply	9	13	24	21	18	15
Reduced property taxes enough to make a difference to most Texans	12	17	25	22	16	8
Improved the safety of Texas’ public schools	12	14	26	20	19	9
Improved security along the Texas-Mexico border	11	15	26	20	18	10

June 2023 Comparison:

	Extremely confident	Very confident	Somewhat confident	Not very confident	Not confident	Don't know/No opinion
Increased the reliability of the state’s electric grid	10	13	22	22	24	9
Increased the reliability of the state’s water supply	9	13	24	21	18	15
Improved the safety of Texas’s public schools	12	17	25	22	16	8
Improved security along the Texas-Mexico border	12	14	26	20	19	9

Q35. What is your opinion on the legalization of marijuana possession?

	Marijuana possession should not be legal under any circumstances	Marijuana possession should be legal for medical purposes only	Possession of small amounts of marijuana for any purpose should be legal	Possession of any amount of marijuana for any purpose should be legal
Dec. 2023	17	34	30	19
Dec. 2022	17	28	32	23
June 2021	13	27	31	29
Feb. 2021	13	28	32	28
Feb. 2019	20	26	32	22
June 2018	16	31	30	23
Feb. 2017	17	30	32	21
Feb. 2015	24	34	26	16
Feb. 2014	23	28	32	17
May 2010	27	27	28	14

Q37. Which of the following best characterizes your opinion on the death penalty for those convicted of violent crimes?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Dec. 2023	39	30	12	11	8	69	22
Dec. 2022	39	26	12	12	11	65	24
Apr. 2020	40	23	12	13	12	63	26
June 2018	38	27	13	12	10	65	24
Feb. 2015	49	26	10	9	6	75	18
Oct. 2013	46	28	10	10	6	74	20
Oct. 2011	49	25	9	12	5	74	24
Feb. 2011	54	24	9	8	5	78	16
Feb. 2010	53	25	10	8	4	78	16

Q38. How often do you think people are wrongly convicted of death penalty offenses in the state of Texas?

	Never	Almost never	Occasionally	A great deal of the time	Don't know/No opinion
Dec. 2023	3	25	46	14	12
Dec. 2022	3	27	45	11	15
Feb. 2015	3	29	47	12	9
Oct. 2013	2	27	49	13	9
Oct. 2011	3	30	41	15	11

Q39. Do you support or oppose expanding eligibility for Medicaid, the government health insurance and long-term care program for certain low-income adults and children?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Dec. 2023	38	27	14	10	11	65	20
Apr. 2023	44	29	10	7	9	73	14
Dec. 2022	41	24	12	11	12	65	22
June 2021	42	25	11	11	11	67	22

Q40. Regardless of whom you supported, do you think Joe Biden legitimately won the 2020 presidential election? **[RANDOMIZE 1-2]**

	Yes	No	Not sure
Dec. 2023	52	33	15
Oct. 2023	54	35	12
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 Texas Comptroller of Public Accounts? **[RANDOMIZE 1-4]**

INFO1	Percent
Glenn Hegar	23
Sid Miller	10
Christi Craddick	4
George P. Bush	9
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	72
More than three-fourths	8
More than one-half	6
Don't know	15

INFO3. Who is the current Speaker of the U.S. House of Representatives? **[RANDOMIZE 1-4]**

INFO3	Percent
Mike Johnson	62
Kevin McCarthy	8
Nancy Pelosi	10
Chuck Schumer	5
Don't know	15

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.	10
Somewhat lib.	12
Lean lib.	7
Moderate	29
Lean con.	10
Somewhat con.	18
Extremely con.	15

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

PID3	Percent
Democrats	39
Independents	13
Republicans	47

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

PID7	Percent
StrDem	20
WeakDem	9
LeanDem	10
Ind	13
LeanRep	14
WeakRep	11
StrRep	22

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

(N=546, margin of error +/-4.2%)

REPCON	Percent
Conservative enough	41
Too conservative	13
Not conservative enough	33
Don't know/No opinion	12

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

(N=467, margin of error +/-4.53%)

DEMLIB	Percent
Liberal enough	35
Too liberal	13
Not liberal enough	32
Don't know/No opinion	20

Demographics

AGE. Please indicate your age group.

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

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

LOCATE	Percent
Urban	33
Suburban	48
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	25
Yes, I live the Dallas-Fort Worth area	27
Yes, I live in the San Antonio area	11
Yes, I live in the Austin area	8
No, I live in another part of Texas	28

CHILD. How many children are currently living with you?

CHILD	Percent
One	16
Two	14
Three	4
Four or more	2
None	64

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	5
\$20,000 - \$29,999	6
\$30,000 - \$39,999	7
\$40,000 - \$49,999	7
\$50,000 - \$59,999	7
\$60,000 - \$69,999	6
\$70,000 - \$79,999	8
\$80,000 - \$99,999	8
\$100,000 - \$119,999	8
\$120,000 - \$149,999	9
More than \$150,000	9
Prefer not to say	15

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

AB	Percent
Pro-life	41
Pro-choice	42
Neither	11
Don't know	5

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

EDU	Percent
Less than high school	4
High school degree	25
Some college	20
Two-year college degree	11
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	2
Atheist	4
Baptist	10
Born again	4
Buddhist	0
Catholic	24
Christian Scientist	0
Church of Christ	3
Church of God	0
Disciples of Christ	0
Don't know	2
Episcopal / Anglican	1
Evangelical	1
Hindu	0
Jehovah's Witnesses	0
Jewish	2
Lutheran	2
Methodist	5
Mormon	0
Muslim / Islam	2
No religious affiliation / none	10
Nondenominational Christian	7
Orthodox / Eastern Orthodox	0
Other	4
Pentecostal / charismatic / spirit-filled	3
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.	36
The Bible is the word of God but not everything in it should be taken literally, word for word.	37
The Bible is a book written by men and is not the word of God.	21
Don't know.	6

IMPORT. How important is religion in your life?

IMPORT	Percent
Extremely important	46
Somewhat important	26
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	21
A few times a month	12
Once or twice a year	22
Never	31

RACE1. What race do you consider yourself to be?

race	Percent
White / Blanco	55
Black	13
Hispanic	26
Asian	3
Native American	1
Mixed	1
Other	1

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

RACE2	Percent
Yes	2
No	96
Don't know	2

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	88
Born in another country	10
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 States or Puerto Rico	63
One of my parents was born in another country	19
Both of my parents were both in another country	18

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

MOVE	Percent
Yes	34
No	66

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

STATE	Percent
Alabama	2
Alaska	1
Arizona	3
Arkansas	1
California	13
Colorado	3
District of Columbia	0
Florida	6
Georgia	5
Hawaii	1
Idaho	0
Illinois	5
Indiana	2
Iowa	1
Kansas	1
Kentucky	1
Louisiana	5
Maine	0
Manitoba	0
Maryland	3
Massachusetts	1
Michigan	3
Minnesota	2
Mississippi	0
Missouri	3
Montana	1
Nebraska	1
Nevada	1
New Jersey	2
New Mexico	3
New York	4
North Carolina	1
Not in the U.S. or Canada	2
Ohio	4
Oklahoma	3
Ontario	1
Oregon	2
Pennsylvania	5
Puerto Rico	1
South Carolina	1
Tennessee	1
Utah	0
Virginia	2
Washington	2
Wisconsin	1
Wyoming	1

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	73
Rent	27

MARITAL. What is your marital status?

MARITAL	Percent
Married	53
Separated	2
Divorced	8
Widowed	5
Single	28
Domestic Partnership	4

GENDER. What is your gender?

gender	Percent
Male	47
Female	53

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 December 2023 Texas Statewide Study

For the survey, YouGov interviewed 1,254 Texas registered voters between December 1st – 10th, 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.² 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 for the entire sample of registered voters is +/-2.83%, and 3.38% 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

² A match penalty was also added to exclude respondents who saw the first version of the survey that mistakenly displayed duplicate "somewhat favorable" response options in the Q17 and Q20 batteries.

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.