

University of Texas / Texas Politics Project Poll
Texas Statewide Survey

Field Dates: August 23 to August 31, 2024

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	48
Somewhat interested	38
Not very interested	10
Not at all interested	4
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	34
Almost every election	40
About half	12
One or two	8
None	5
Don't know	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 3.28%.

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
Aug. 2024	48	25	14	7	6	1
June 2024	44	21	14	12	8	1
Apr. 2024	44	24	14	10	7	1
Feb. 2024	46	23	15	9	5	2
Dec. 2023	38	22	18	13	6	3
Oct. 2023	39	22	17	14	7	2
Oct. 2019	50	20	17	7	5	1

Most Important Problem

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

Q4	Percent
Inflation/rising prices	22
The economy	15
Immigration	8
Political corruption/leadership	7
Border security	6
Environment/climate change	6
Health care	4
Gun control/gun violence	3
Moral decline	3
Voting rights	3
Partisan gridlock	2
Income inequality	2
Abortion	2
Federal spending/national debt	2
Crime	2
Unemployment/jobs	1
Homelessness	1
The media	1
Education	1
Electoral fraud	1
China	1
Middle East instability	1
National security/terrorism	1
Taxes	1
Police brutality/police militarization	1
Social welfare programs	1
Russia	0
Sexual harassment	0
Foreign trade	0
Race relations	0
Coronavirus/COVID-19	0
Gas prices	0
North Korea	0
Housing	0
Energy	0
Opioid/drug abuse	0

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

Q5	Percent
Immigration	16
Border security	15
Inflation/rising prices	12
Political corruption/leadership	9
The economy	6
Gun control/gun violence	5
Abortion	5
Health care	4
Crime	3
Education	3
Energy/The grid	3
Environment/climate change	3
Unemployment/jobs	2
Housing	2
Moral decline	2
Voting rights	2
Redistricting	1
Water supply	1
Homelessness	1
Opioid/drug abuse	1
Utility rates	1
Social welfare programs	1
State government spending	1
Taxes	1
Race relations	1
Property rights	0
Police misconduct	0
State budget cuts	0
Pension funding	0
Oil prices	0
The media	0
Transportation/roads/traffic	0
Gas prices	0
Electoral fraud	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
Aug. 2024	18	21	9	11	41	0	39	52
June 2024	16	23	8	9	43	2	39	52
Apr. 2024	20	23	5	9	42	1	43	51
Feb. 2024	20	22	7	9	41	1	42	50
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
Aug. 2024	4	17	22	27	26	3	21	53
June 2024	4	16	20	24	33	4	20	57
Apr. 2024	5	20	18	23	31	3	25	54
Feb. 2024	5	21	17	22	31	4	26	53
Dec. 2023	4	16	17	26	34	3	20	60
Oct. 2023	3	16	18	24	36	2	19	60
Aug. 2023	4	17	20	26	30	3	21	56
June 2023	5	19	22	26	26	3	24	52
Apr. 2023	5	20	20	27	25	4	25	52
Feb. 2023	4	18	23	23	27	4	22	50
Dec. 2022	5	24	17	19	31	3	29	50
Oct. 2022	5	19	18	21	34	3	24	55
Aug. 2022	7	19	17	18	37	2	26	55
June 2022	3	15	17	22	40	3	18	62
Apr. 2022	3	17	20	19	37	3	20	56

Feb. 2022	4	17	18	21	37	4	21	58
Oct. 2021	3	16	17	19	42	4	19	61
Aug. 2021	4	17	17	19	40	4	21	59
June 2021	3	14	18	20	41	3	17	61
Apr. 2021	4	20	17	18	37	3	24	55
Mar. 2021	7	22	19	13	36	3	29	49
Feb. 2021	7	15	17	14	43	4	22	57
Oct. 2020	5	15	17	23	37	3	20	60
June 2020	4	15	16	26	36	3	19	62
Apr. 2020	6	17	18	24	32	3	23	56
Feb. 2020	5	13	16	19	42	4	18	61
Oct. 2019	7	14	18	23	35	4	21	58
June 2019	4	14	19	21	39	3	18	60
Feb. 2019	4	14	18	26	35	3	18	61
Oct. 2018	4	22	16	19	38	2	26	57
June 2018	3	15	18	21	38	4	18	59
Feb. 2018	2	17	16	22	39	3	19	61
Oct. 2017	2	10	15	24	45	3	12	69
June 2017	2	13	15	24	43	4	15	67
Feb. 2017	5	21	20	18	32	5	26	50
Oct. 2016	2	8	18	27	41	4	10	68
June 2016	2	8	16	24	45	5	10	69
Feb. 2016	2	10	17	24	43	4	12	67
Oct. 2015	2	8	17	25	46	3	10	71
June 2015	2	13	21	26	36	2	15	62
Feb. 2015	3	17	19	24	34	3	20	58
Oct. 2014	2	12	13	30	41	2	14	71
June 2014	3	8	15	24	48	3	11	72
Feb. 2014	3	8	15	23	49	2	11	72
Oct. 2013	2	6	12	21	56	3	8	77
June 2013	2	10	16	23	46	2	12	69
Feb. 2013	3	11	12	23	48	3	14	71
Oct. 2012	1	10	18	26	43	3	11	69
May 2012	1	9	16	23	48	3	10	71
Feb. 2012	1	10	14	26	47	2	11	73
Oct. 2011	2	9	10	26	51	2	11	77
May 2011	1	15	19	27	35	3	16	62
Feb. 2011	1	17	19	26	32	4	18	58
Oct. 2009	2	12	11	22	49	4	14	71
June 2009	2	18	22	22	36	0	20	58
Mar. 2009	4	22	22	15	37	0	26	52

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
Aug. 2024	11	29	15	15	28	2	40	43
June 2024	9	27	18	15	27	4	36	42
Apr. 2024	10	31	18	13	25	3	41	38
Feb. 2024	7	27	20	19	23	4	34	42
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
Aug. 2024	22	27	8	8	34	1	49	42
June 2024	25	25	9	7	32	2	50	39
Apr. 2024	28	27	8	7	30	2	55	37
Feb. 2024	28	25	8	6	31	2	53	37
Dec. 2023	22	26	9	10	31	2	48	41
Oct. 2023	22	27	9	9	31	1	49	40
Aug. 2023	21	24	8	9	36	2	45	45
June 2023	19	28	10	8	34	2	47	42
Apr. 2023	22	24	10	8	33	2	46	41
Feb. 2023	21	25	10	8	35	2	46	43
Dec. 2022	24	25	9	7	34	1	49	41
Oct. 2022	23	24	7	9	35	2	47	44
Aug. 2022	22	24	8	8	36	2	46	44
June 2022	18	25	11	9	37	1	43	46
Apr. 2022	22	25	11	7	34	2	47	41
Feb. 2022	17	27	12	10	32	3	44	42
Oct. 2021	19	24	8	10	38	2	43	48
Aug. 2021	19	22	7	9	41	2	41	50
June 2021	24	20	10	8	36	1	44	44
Apr. 2021	19	24	11	13	32	2	43	45
Mar. 2021	22	23	10	9	34	1	45	43
Feb. 2021	21	25	12	12	27	3	46	39
Oct. 2020	20	27	12	16	24	2	47	40
June 2020	29	20	10	13	26	3	49	39
Apr. 2020	31	25	9	14	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
Aug. 2024	16	20	18	7	29	10	36	36
June 2024	16	23	16	7	27	12	39	34
Apr. 2024	18	26	15	6	27	9	44	33
Feb. 2024	18	24	16	5	29	8	42	34
Dec. 2023	15	25	18	6	28	8	40	34
Oct. 2023	14	26	18	7	28	7	40	35
Aug. 2023	14	21	18	8	32	8	35	40
June 2023	15	23	18	6	29	9	38	35
Apr. 2023	18	24	14	7	29	9	42	36
Feb. 2023	15	23	14	7	32	8	38	39
Dec. 2022	19	24	14	5	31	7	43	36
Oct. 2022	19	18	14	7	32	10	37	39
Aug. 2022	17	21	16	5	32	9	38	37
June 2022	16	19	16	6	34	9	35	40
Apr. 2022	17	20	16	6	30	10	37	36
Feb. 2022	14	19	20	7	27	12	33	34
Oct. 2021	17	18	15	6	33	10	35	39
Aug. 2021	17	16	13	7	35	11	33	42
June 2021	19	17	16	6	31	11	36	37
Apr. 2021	19	16	15	6	33	11	35	39
Mar. 2021	22	15	17	6	31	10	37	37
Feb. 2021	20	17	15	5	31	12	37	36
Oct. 2020	18	19	13	6	31	12	37	37
June 2020	22	17	12	6	32	11	39	38
Apr. 2020	20	20	13	7	29	11	40	36
Feb. 2020	21	18	13	7	28	12	39	35
Oct. 2019	22	17	15	9	23	14	39	32
June 2019	22	19	18	6	25	11	41	31
Feb. 2019	24	18	16	6	25	10	42	31

Oct. 2018	27	17	14	5	26	11	44	31
June 2018	18	18	18	8	26	12	36	34
Feb. 2018	19	17	21	8	25	10	36	33
Oct. 2017	16	20	19	7	24	13	36	31
June 2017	15	19	18	8	28	11	34	36
Feb. 2017	16	16	24	8	23	14	32	31
Oct. 2016	12	19	20	9	22	18	31	31
June 2016	12	19	24	8	22	15	31	30
Feb. 2016	8	19	30	7	20	16	27	27
Oct. 2015	10	19	28	9	17	16	29	26
June 2015	13	19	28	8	16	15	32	24

Q8C. How would you rate the job 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
Aug. 2024	5	16	27	11	16	25	21	27
June 2024	6	18	24	11	19	23	24	30
Apr. 2024	7	20	23	11	19	19	27	30
Feb. 2024	7	19	23	11	18	21	26	29
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

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
Aug. 2024	14	19	17	8	30	11	33	38
June 2024	15	21	14	8	30	11	36	38
Apr. 2024	18	23	15	7	28	9	41	35
Feb. 2024	17	24	15	7	30	7	41	37
Dec. 2023	14	21	16	7	31	10	35	38
Oct. 2023	15	18	16	8	34	9	33	42

Aug. 2023	12	15	18	9	37	10	27	46
June 2023	12	18	18	8	33	10	30	41
Apr. 2023	17	22	15	7	28	11	39	35
Feb. 2023	14	21	15	6	32	11	35	38
Dec. 2022	19	22	13	6	31	8	41	37
Oct. 2022	17	19	13	9	30	13	36	39
Aug. 2022	18	19	15	7	31	10	37	38
June 2022	16	18	17	5	34	10	34	39
Apr. 2022	17	17	19	7	29	11	34	36
Feb. 2022	16	16	20	8	27	13	32	35
Oct. 2021	19	16	13	7	30	15	35	37
Aug. 2021	19	16	16	6	32	12	35	38
June 2021	17	16	19	6	30	13	33	36
Apr. 2021	17	15	16	6	30	15	32	36

[RANDOMIZE Q9A-Q9B]

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
Aug. 2024	24	21	9	8	36	3	45	44
June 2024	25	21	8	6	36	3	46	42
Apr. 2024	27	22	10	5	33	3	49	38
Feb. 2024	25	23	10	5	34	3	48	39
Dec. 2023	22	22	10	6	35	3	44	41
Oct. 2023	23	22	10	7	35	3	45	42
Aug. 2023	22	20	10	7	38	3	42	45
June 2023	23	22	11	6	36	3	45	42
Apr. 2023	23	22	10	7	34	4	45	41
Feb. 2023	21	19	9	7	39	4	40	46
Dec. 2022	25	19	8	8	36	3	44	44
Oct. 2022	24	19	9	7	37	4	43	44
Aug. 2022	22	20	10	7	37	3	42	44
June 2022	22	19	10	5	40	3	41	45
Apr. 2022	24	19	10	6	37	3	43	43
Feb. 2022	21	18	13	8	35	5	39	43
Oct. 2021	30	15	7	6	38	5	45	44
Aug. 2021	28	14	8	5	41	3	42	46
June 2021	31	12	8	6	40	3	43	46
Apr. 2021	31	12	6	8	40	3	43	48
Mar. 2021	28	15	8	5	41	4	43	46
Feb. 2021	33	12	8	5	38	4	45	43
Oct. 2020	31	15	8	6	36	4	46	42
June 2020	30	16	9	9	33	4	46	42
Apr. 2020	29	16	9	7	32	6	45	39
Feb. 2020	29	13	7	8	36	7	42	44

Oct. 2019	28	18	8	9	30	7	46	39
June 2019	27	20	10	8	31	4	47	39
Feb. 2019	31	15	9	7	34	4	46	41
Oct. 2018	34	13	8	5	37	3	47	42
June 2018	21	18	13	8	33	7	39	41
Feb. 2018	22	18	12	9	32	7	40	41
Oct. 2017	19	19	13	12	31	5	38	43
June 2017	21	17	12	9	35	6	38	44
Feb. 2017	20	18	14	10	29	9	38	39
Oct. 2016	16	19	13	11	34	7	35	45
June 2016	18	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
Aug. 2024	8	24	19	15	21	13	32	36
June 2024	10	22	18	14	24	13	32	38
Apr. 2024	12	24	17	14	24	11	36	38
Feb. 2024	11	23	18	15	24	10	34	39
Dec. 2023	9	19	19	17	25	10	28	42
Oct. 2023	9	21	20	14	25	10	30	39
Aug. 2023	8	20	19	15	27	11	28	42
June 2023	10	23	18	15	24	10	33	39
Apr. 2023	11	22	18	13	25	11	33	38
Feb. 2023	10	20	16	15	28	11	30	43
Dec. 2022	13	22	16	15	25	9	35	40
Oct. 2022	11	21	15	16	26	12	32	42
Aug. 2022	8	21	19	15	27	10	29	42
June 2022	7	17	16	18	32	10	24	50
Apr. 2022	10	22	19	13	26	10	32	39
Feb. 2022	9	22	22	11	24	12	31	35
Oct. 2021	10	19	16	16	28	11	29	44
Aug. 2021	10	18	17	13	31	10	28	44
June 2021	13	21	16	12	29	8	34	41
Apr. 2021	12	19	15	13	30	10	31	43
Mar. 2021	12	21	16	14	28	9	33	42
Feb. 2021	12	20	18	13	29	8	32	42
Oct. 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. 2024	29	61	10
June 2024	25	66	9
Apr. 2024	29	62	10
Feb. 2024	28	62	11
Dec. 2023	24	67	9
Oct. 2023	20	71	9
Aug. 2023	22	68	10
June 2023	22	70	9
Apr. 2023	21	68	11
Feb. 2023	25	65	10
Dec. 2022	23	65	12
Oct. 2022	21	69	10
Aug. 2022	21	69	10
June 2022	16	76	8
Apr. 2022	23	66	11
Feb. 2022	23	66	10
Oct. 2021	20	70	10
Aug. 2021	25	64	11
June 2021	31	57	12
Apr. 2021	32	57	12
Mar. 2021	32	56	12
Feb. 2021	31	56	12
Oct. 2020	29	62	9
June 2020	30	62	9
Apr. 2020	39	52	9
Feb. 2020	40	49	11
Oct. 2019	37	54	9
June 2019	40	50	10
Feb. 2019	39	53	9
Oct. 2018	42	49	9

June 2018	41	47	11
Feb. 2018	39	50	11
Oct. 2017	29	61	10
June 2017	34	54	12
Feb. 2017	39	49	12
Oct. 2016	22	67	11
June 2016	18	70	12
Feb. 2016	22	66	12
Oct. 2015	22	68	10
June 2015	23	64	14
Feb. 2015	26	59	15
Oct. 2014	25	65	10
June 2014	23	65	13
Feb. 2014	25	63	12
Oct. 2013	20	69	11
June 2013	28	60	11
Feb. 2013	29	62	9
Oct. 2012	31	58	11
May 2012	25	61	14
Feb. 2012	28	61	11
Oct. 2011	14	75	11
May 2011	24	63	14
Feb. 2011	26	59	15
Oct. 2010	25	64	11
May 2010	26	62	11
Feb. 2010	31	56	13
Oct. 2009	32	59	10

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

	A lot better off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
Aug. 2024	6	21	23	22	27	2	27	49
June 2024	8	20	20	21	29	2	28	50
Apr. 2024	8	20	23	21	27	1	28	48
Feb. 2024	11	22	22	18	25	2	33	43
Dec. 2023	7	21	21	23	26	2	28	49
Oct. 2023	6	17	20	22	33	2	23	55
Aug. 2023	7	18	19	23	31	1	25	54
June 2023	6	17	22	23	31	1	23	54
Apr. 2023	5	18	19	24	31	3	23	55
Feb. 2023	6	18	19	22	31	3	24	53
Dec. 2022	5	15	18	23	36	3	20	59
Oct. 2022	4	13	17	22	40	4	17	62
Aug. 2022	5	15	17	21	39	3	20	60
June 2022	4	10	11	25	48	2	14	73
Apr. 2022	6	15	15	21	42	2	21	63
Feb. 2022	7	17	19	21	32	3	24	53
Oct. 2021	5	19	18	19	36	4	24	55
Aug. 2021	8	22	19	19	28	4	30	47
June 2021	11	23	19	19	24	0	34	43
Apr. 2021	8	23	22	20	23	0	31	43
Feb. 2021	4	11	20	26	35	4	15	61
Oct. 2020	8	9	13	29	38	2	17	67
June 2020	6	11	10	29	41	3	17	70
Apr. 2020	10	11	11	19	45	4	21	64
Feb. 2020	26	22	25	16	8	3	48	24
Oct. 2019	24	21	24	16	8	6	45	24
June 2019	26	21	23	18	8	3	47	26
Feb. 2019	27	22	23	15	9	3	49	24
Oct. 2018	32	19	26	12	7	4	51	19
June 2018	26	25	23	14	8	4	51	22
Feb. 2018	25	28	26	13	6	2	53	19
Oct. 2017	18	25	33	16	6	3	43	22
June 2017	14	28	30	18	7	3	42	25
Feb. 2017	12	28	36	11	9	4	40	20
Oct. 2016	8	20	29	25	15	4	28	40
June 2016	6	20	29	23	17	5	26	40
Feb. 2016	8	22	27	25	15	3	30	40
Oct. 2015	7	25	28	23	14	3	32	37
June 2015	7	24	33	21	13	3	31	34
Feb. 2015	11	25	33	18	11	3	36	29
Oct. 2014	6	25	30	23	14	2	31	37
June 2014	7	24	26	25	16	2	31	41

Feb. 2014	5	24	28	23	17	2	29	40
Oct. 2013	5	20	25	25	24	1	25	49
June 2013	7	28	31	18	15	1	35	33
Oct. 2012	7	25	25	19	23	1	32	42
May 2012	4	24	29	20	19	4	28	39
Feb. 2012	4	25	30	19	20	2	29	39
Oct. 2011	2	12	25	28	31	2	14	59
May 2011	2	20	25	24	25	3	22	49
Feb. 2011	3	24	30	24	17	2	27	41
Oct. 2010	3	19	20	23	33	2	22	56
May 2010	5	23	24	15	32	1	28	47
Feb. 2010	3	25	19	23	29	1	28	52
Oct. 2009	5	19	16	23	36	1	24	59
Mar. 2009	2	4	13	33	48	0	6	81
Oct. 2008	1	3	10	34	52	0	4	86

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

	Right direction	Wrong track	Don't know
Aug. 2024	40	46	14
June 2024	41	48	11
Apr. 2024	43	45	12
Feb. 2024	44	44	13
Dec. 2023	38	49	13
Oct. 2023	37	50	13
Aug. 2023	33	55	12
June 2023	38	49	13
Apr. 2023	37	50	13
Feb. 2023	35	51	14
Dec. 2022	39	46	14
Oct. 2022	37	50	13
Aug. 2022	36	52	12
June 2022	31	59	10
Apr. 2022	39	51	11
Feb. 2022	40	46	14
Oct. 2021	40	48	12
Aug. 2021	35	52	13
June 2021	41	43	16
Apr. 2021	42	42	16
Mar. 2021	41	46	14
Feb. 2021	39	41	20
Oct. 2020	41	44	15
June 2020	41	47	13
Apr. 2020	43	43	15
Feb. 2020	48	37	16
Oct. 2019	47	35	17

June 2019	49	34	17
Feb. 2019	49	35	16
Oct. 2018	50	35	16
June 2018	46	37	16
Feb. 2018	48	36	15
Oct. 2017	43	40	16
June 2017	43	40	17
Feb. 2017	46	36	18
Oct. 2016	42	40	17
June 2016	41	38	22
Feb. 2016	42	37	21
Oct. 2015	45	36	19
June 2015	50	32	18
Feb. 2015	50	30	20
Oct. 2014	48	35	18
June 2014	49	33	17
Feb. 2014	45	35	20
Oct. 2013	42	39	19
June 2013	50	32	18
Feb. 2013	45	39	16
Oct. 2012	43	34	23
May 2012	38	42	21
Feb. 2012	43	38	19
Oct. 2011	39	43	17
May 2011	36	46	18
Feb. 2011	41	41	18
Oct. 2010	45	37	18
May 2010	45	38	17
Feb. 2010	43	37	20
Oct. 2009	38	39	23

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
Aug. 2024	4	15	36	27	17	1	19	44
June 2024	4	18	34	25	17	1	22	42
Apr. 2024	7	18	32	25	16	2	25	41
Feb. 2024	7	20	33	24	15	1	27	39
Dec. 2023	4	19	35	25	15	1	23	40
Oct. 2023	4	15	32	31	16	1	19	47
Aug. 2023	5	13	35	27	18	2	18	45
June 2023	4	15	36	28	14	1	19	42
Apr. 2023	5	16	33	29	15	3	21	44
Feb. 2023	3	13	35	29	17	2	16	46
Dec. 2022	4	12	36	30	16	3	16	46

Oct. 2022	4	9	35	32	17	2	13	49
Aug. 2022	5	12	38	26	16	3	17	42
June 2022	4	10	32	32	21	1	14	53
Apr. 2022	3	14	37	27	16	2	17	43
Feb. 2022	5	16	39	25	13	2	21	38
Oct. 2021	5	15	43	24	11	2	20	35
Aug. 2021	5	15	46	19	12	3	20	31
June 2021	5	18	49	18	7	4	23	25
Apr. 2021	5	16	53	16	7	3	21	23
Mar. 2021	5	17	49	20	8	2	22	28
Feb. 2021	5	13	49	19	10	5	18	29
Oct. 2020	9	14	44	20	11	2	23	31
June 2020	6	18	43	20	11	2	24	31
Apr. 2020	9	19	34	21	14	3	28	35
Feb. 2020	15	26	38	13	6	3	41	19
Oct. 2019	15	25	38	13	5	3	40	18
June 2019	15	25	37	14	5	3	40	19
Feb. 2019	12	28	39	13	6	2	40	19
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
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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. 2024	3	19	39	24	12	4	22	36
June 2024	5	17	37	26	12	4	22	38
Apr. 2024	6	19	38	23	10	4	25	33
Feb. 2024	7	21	36	21	11	5	28	32
Dec. 2023	3	17	38	25	11	5	20	36
Oct. 2023	3	16	36	27	12	5	19	39
Aug. 2023	4	15	34	28	13	5	19	41
June 2023	6	15	40	24	11	4	21	35
Apr. 2023	5	16	37	24	13	6	21	37
Feb. 2023	4	15	37	26	12	6	19	38
Dec. 2022	3	13	36	30	12	6	16	42
Oct. 2022	3	12	32	32	15	6	15	47
Aug. 2022	5	12	33	31	13	6	17	44
June 2022	3	10	24	37	21	5	13	58
Apr. 2022	4	16	30	29	14	6	20	43
Feb. 2022	4	19	34	26	11	6	23	37
Oct. 2021	5	16	34	29	9	8	21	38
Aug. 2021	4	21	34	24	10	7	25	34
June 2021	6	25	32	22	6	9	31	28
Apr. 2021	5	18	37	26	7	7	23	33
Mar. 2021	5	11	36	30	12	6	16	42
Feb. 2021	3	10	31	32	17	7	13	49
Oct. 2020	5	10	24	34	22	4	15	56
June 2020	5	11	21	36	21	6	16	57
Apr. 2020	7	15	19	26	28	6	22	54
Feb. 2020	20	23	36	11	4	6	43	15
Oct. 2019	17	25	35	13	3	8	42	16
June 2019	16	27	35	12	5	6	43	17
Feb. 2019	17	28	35	10	5	5	45	15
Oct. 2018	20	29	31	10	4	5	49	14
June 2018	13	30	34	12	4	7	43	16
Feb. 2018	13	30	38	13	3	3	43	16
Oct. 2017	8	27	41	16	3	5	35	19
June 2017	6	28	39	17	4	6	34	21
Feb. 2017	6	22	49	11	5	6	28	16
Oct. 2016	3	22	45	19	5	5	25	24
June 2016	4	22	41	19	6	8	26	25

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

	A lot better off	Somewhat better off	About the same	Somewhat worse off	A lot worse off	Don't know	TOTAL BETTER	TOTAL WORSE
Aug. 2024	9	30	22	11	10	18	39	21
June 2024	9	25	21	14	13	17	34	27
Apr. 2024	10	26	23	14	14	14	36	28

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

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know/No opinion	<i>Apr. 2024: Very concerned</i>
The price of food and consumer goods	69	25	5	1	1	68
The cost of healthcare	62	29	6	2	1	59
The cost of housing	59	28	9	3	1	55
The price of gasoline and energy	53	34	11	2	1	56
Interest rates	43	36	14	4	3	45
People who want to work being unable to find jobs	39	38	17	5	2	34
The cost of higher education	37	33	18	9	4	35
The stability of banks and financial institutions	27	38	23	9	3	30
How the stock market is doing	18	34	27	14	6	23

Q17A. As you probably know, Texas's population has grown significantly in the last number of years. Do you think that this population growth has been good for Texas, bad for Texas, or don't you have an opinion?

	Good	Bad	Don't have an opinion
August 2024	35	40	26
Feb. 2023	34	36	30
Apr. 2022	34	40	27
June 2020	43	32	25
Feb. 2020	41	31	27
Oct. 2019	39	32	29
June 2019	39	34	27

Q17B. And has this population growth been good for the area where you live, bad for the area where you live, or don't you have an opinion?

	Good	Bad	Don't have an opinion
Aug. 2024	34	39	27
Feb. 2023	33	37	30
Apr. 2022	31	37	31

Q18. 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. 2024	46	30	24
Apr. 2024	35	36	29
Dec. 2023	35	36	29
Aug. 2023	40	38	22
Apr. 2023	34	38	28
Oct. 2022	39	32	29
Aug. 2022	39	33	28
Oct. 2021	41	28	31
Aug. 2021	38	34	28
June 2021	37	34	29
Apr. 2021	39	29	32
Feb. 2021	40	31	29
Oct. 2020	44	28	28
June 2020	48	31	21
Feb. 2020	49	28	24
Oct. 2019	44	32	24
June 2019	44	33	23

Political Figures and Elections

Q19A. If the 2024 presidential election were held today, and the candidates were [RANDOMIZE ORDER “Kamala Harris”, “Donald Trump”, “Robert F. Kennedy, Jr.”, “Jill Stein”, “Chase Oliver”] Kamala Harris, Donald Trump, Robert F. Kennedy, Jr., Jill Stein, and Chase Oliver, who would you vote for, or haven't you thought enough about it to have an opinion?

[RANDOMIZE 1-5]

Q19A	Percent
Donald Trump	49
Kamala Harris	44
Jill Stein	2
Chase Oliver	0
Haven't thought about it enough to have an opinion	6

June 2024:

Q17A	Percent
Donald Trump	43
Joe Biden	34
Robert F. Kennedy, Jr.	8
Jill Stein	2
Cornel West	2
Chase Oliver	0
Haven't thought about it enough to have an opinion	10

Q19B. If the 2024 presidential election were held today, and the candidates were [RANDOMIZE ORDER “Kamala Harris”, “Donald Trump”] Kamala Harris and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

Q19B	Percent
Donald Trump	49
Kamala Harris	44
Someone else	3
Haven't thought about it enough to have an opinion	4

June 2024:

Q17B	Percent
Joe Biden	39
Donald Trump	46
Someone else	9
Haven't thought about it enough to have an opinion	6

Q20A. [ASK IF Q19B==1] You said that in a general election between Donald Trump and Kamala Harris that you would vote for Kamala Harris. Which of the following better describes your vote choice:

Q20A	Percent
I want Kamala Harris to be elected president	70
I don't want Donald Trump to be elected president	30

June 2024:

Q18A	Percent
I want Joe Biden to be elected president	53
I don't want Donald Trump to be elected president	47

Q20B. [ASK IF Q19B==2] You said that in a general election between Donald Trump and Kamala Harris that you would vote for Donald Trump. Which of the following better describes your vote choice:

Q20B	Percent
I want Donald Trump to be elected president	80
I don't want Kamala Harris to be elected president	20

June 2024:

Q18B	Percent
I want Donald Trump to be elected president	74
I don't want Joe Biden to be elected president	26

Q21. Thinking about the 2024 presidential election, what are the one or two issues you think the presidential candidates should be talking about during the campaign. **[OPEN-ENDED]**

Q21_Coded	Percent
The economy	24
Immigration/Border security	18
Inflation	16
Abortion/Women’s rights	7
Healthcare	5
Climate change/Environment	4
Democracy	3
National security	2
Housing/Homelessness	2
Gun violence/Gun control	2
Government spending	2
Crime	2
Israel	1
Education	1
Taxes	1
Corruption	1
Trump’s crimes	1
Social security/Medicare	0
Ukraine	0
Other	7
Don’t know	3

Q22. 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]**

Q22	Percent
Ted Cruz	44
Colin Allred	36
Ted Brown	2
Someone else	4
Haven't thought about it enough to have an opinion	14

Q23A. If the 2024 election for U.S. Congress in your district were held today, would you vote for **[RANDOMIZE ORDER “the Democratic candidate”, “the Republican candidate”]** the Democratic candidate, the Republican candidate, or haven't you thought enough about it to have an opinion? **[RANDOMIZE 1-2]**

Q23A	Percent
The Republican candidate	47
The Democratic candidate	41
Someone else	2
Haven't you thought enough about it to have an opinion	5
Don't know/No opinion	5

Q23B. If the 2024 election for the Texas Legislature in your district were held today, which of the following candidates would you vote for, or haven't you thought about it enough to have an opinion? **[RANDOMIZE 1-2]**

Q23B	Percent
The Republican candidate	45
The Democratic candidate	42
Someone else	2
Haven't you thought enough about it to have an opinion	6
Don't know/No opinion	5

[RANDOMIZE Q24A-Q24B]

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

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

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

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

Q25. 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-H]

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE
Donald Trump	32	17	3	5	43	1	49	48
Ted Cruz	24	21	8	8	37	3	45	45
Kamala Harris	29	16	8	5	41	1	45	46
Tim Walz	26	14	12	6	32	10	40	38
Joe Biden	20	19	9	8	43	1	39	51
J.D. Vance	21	18	13	8	33	8	39	41
Colin Allred	19	19	18	9	21	14	38	30

Joe Biden Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2024	20	19	9	8	43	1	39	51	-12
June 2024	20	19	7	9	44	1	39	53	-14
Apr. 2024	24	18	6	8	43	1	42	51	-9
Feb. 2024	24	19	7	8	42	1	43	50	-7
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 Trend:

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

Ted Cruz Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2024	24	21	8	8	37	3	45	45	0
June 2024	24	20	8	8	36	3	44	44	0
Apr. 2024	26	21	11	6	34	3	47	40	7
Feb. 2024	23	21	12	6	35	3	44	41	3
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 Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2024	19	19	18	9	21	14	38	30	8
June 2024	14	20	24	8	16	17	34	24	10
Apr. 2024	16	20	22	6	15	21	36	21	15
Feb. 2024	12	16	20	6	10	36	28	16	12
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

Kamala Harris Trend:

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Don't know/No opinion	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NET
Aug. 2024	29	16	8	5	41	1	45	46	-1
June 2024	15	20	11	8	43	2	35	51	-16
Apr. 2024	18	20	10	7	42	2	38	49	-11
Feb. 2024	17	21	12	6	41	3	38	47	-9
Dec. 2023	13	20	13	7	44	3	33	51	-18
Aug. 2023	16	18	9	9	44	4	34	53	-19

[RANDOMIZE Q26A-Q26B]

Q26A. Do you think Kamala Harris...**[GRID WITH RESPONSE OPTIONS “Yes”, “No”, “Don’t know”]** **[RANDOMIZE A-G]**

	Yes	No	Don't know
has the temperament to serve effectively as president?	49	42	9
is honest and trustworthy?	42	46	12
is competent?	52	40	7
cares about people like you?	46	45	9
is a strong leader?	43	47	10
is knowledgeable?	53	40	6
is too old to be president in 2025?	6	88	6

Q26B. Do you think Donald Trump...**[GRID WITH RESPONSE OPTIONS “Yes”, “No”, “Don’t know”]** **[RANDOMIZE A-G]**

Item	Aug. 2024			June 2024			Dec. 2023		
	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know
has the temperament to serve effectively as president?	47	47	6	46	49	5	42	53	6
is honest and trustworthy?	39	52	9	36	55	10	36	55	9
is competent?	52	43	5	52	42	6	51	45	3
cares about people like you?	45	49	6	42	51	7	42	51	7
is a strong leader?	57	40	2	58	38	4	56	41	3
is knowledgeable?	55	42	4	54	41	5	52	44	4
is too old to be president in 2025?	46	48	6	33	58	9	37	54	9

Q27. Do you think President Joe Biden made the right decision by dropping out of the 2024 presidential race, or did he make the wrong decision?

Q27	Percent
Right decision	72
Wrong decision	17
Don't know/No opinion	11

Q27A. Do you think President Biden should complete his term as president or should he resign?

Q27A	Percent
Complete term	64
Resign	25
Don't know/No opinion	11

Q28. Do you think that Vice President Kamala Harris is a stronger candidate for president than Joe Biden, a weaker candidate, or is there no real difference between the two?

Q28	Percent
Stronger	49
Weaker	15
No difference	32
Don't know/No opinion	4

Q29. Generally speaking, are you confident that Americans will trust the result of the presidential election?

	Very confident	Somewhat confident	Not very confident	Not at all confident	Don't know/No opinion
Aug. 2024	15	39	26	12	8
June 2024	14	34	30	13	8
Oct. 2020	16	31	29	15	10

Q30. What about you? Will you trust the result of the presidential election, regardless of who wins?

	Yes	No	Don't know/Unsure
Aug. 2024	59	11	30
June 2024	55	12	33
Oct. 2020	41	14	46

Q31. How serious a problem do you think each of the following will be in the 2024 Election?
[GRID WITH RESPONSE OPTIONS “Extremely serious”, “Somewhat serious”, “Not too serious”, “Not at all serious”, “Don’t know”] [RANDOMIZE A-J]

	Extremely serious	Somewhat serious	Not too serious	Not at all serious	Don't know
Misinformation spread on social media	57	26	10	4	3
Votes being counted inaccurately	39	25	18	15	4
Foreign governments or other bad actors interfering in the election	38	33	17	7	4
Political violence	38	36	15	6	5
People voting who are not eligible	37	19	17	22	4
Voting machines being hacked	37	24	17	16	6
Eligible voters being prevented from voting	35	27	19	13	5
People voting multiple times	32	22	15	26	5
People being intimidated from voting	29	31	21	15	4
The secrecy of people’s individual ballots	22	25	26	20	7

Q32. Which candidate for president, **[RANDOMIZE “Donald Trump”, “Kamala Harris”]** Donald Trump or Kamala Harris, do you trust to do a better job on each of the following issues?
[GRID WITH RESPONSE OPTIONS “Donald Trump”, “Kamala Harris”, “Neither”, “Don’t know/No opinion”] [RANDOMIZE A-J]

	Donald Trump	Kamala Harris	Neither	Don't know/No opinion
The economy	50	40	6	4
Inflation and prices	49	40	8	4
Immigration and border security	53	36	7	4
Foreign policy	48	41	6	5
Climate change	27	47	15	10
Crime and public safety	48	42	6	4
Gun violence	41	43	10	6
Abortion access	27	55	9	9
Health care	39	47	9	5
Infrastructure	45	41	7	7

Policy Questions

Q33. Do you think that each of the following should be made more strict, less strict, or left as they are now in Texas? [GRID WITH RESPONSE OPTIONS “More strict”, “Less strict”, “Left as they are now”, “Don’t know/No opinion”] [RANDOMIZE A-E]

	More strict	Left as they are now	Less strict	Don't know/No opinion
Marijuana/cannabis laws	25	18	50	7
Abortion laws	23	20	49	9
The rules for voting	44	29	22	5
Gambling laws	23	29	34	14
Gun laws	58	25	13	3

A. Marijuana/cannabis laws

	More strict	Left as they are now	Less strict	Don't know/No opinion
Aug. 2024	25	18	50	7
Feb. 2023	22	15	51	11

B. Abortion laws

	More strict	Left as they are now	Less strict	Don't know/No opinion
Aug. 2024	23	20	49	9
Apr. 2024	20	23	45	12
Feb. 2024	27	21	45	7
Feb. 2023	22	21	47	10
Oct. 2022	18	25	50	8
Aug. 2022	20	21	49	10
Feb. 2022	23	23	43	12
Apr. 2021	33	22	33	11
Feb. 2021	32	18	37	13
Feb. 2019	41	20	32	8
June 2013	38	21	26	0

C. The rules for voting

	More strict	Left as they are now	Less strict	Don't know/No opinion
Aug. 2024	44	29	22	5
Feb. 2023	32	30	32	6
Oct. 2022	32	34	25	10
Feb. 2022	30	31	29	9
Oct. 2021	34	29	29	8
Aug. 2021	39	30	24	8
June 2021	35	29	26	10
Feb. 2021	27	40	25	8

D. Gambling laws

	More strict	Left as they are now	Less strict	Don't know/No opinion
Aug. 2024	23	29	34	14
Feb. 2023	20	25	39	16
Dec. 2022	20	22	35	22

E. Gun laws

	More strict	Left as they are now	Less strict	Don't know/No opinion
Aug. 2024	58	25	13	3
Feb. 2023	50	29	16	5
Oct. 2022	55	24	15	6
Aug. 2022	54	23	18	5
June 2022	52	28	14	6
Feb. 2022	43	34	16	7
Apr. 2021	46	30	20	5
Oct. 2019	51	28	13	8
Feb. 2019	49	30	17	0
June 2018	51	31	13	0
Oct. 2017	52	31	13	0
Nov. 2015	41	36	18	0
Feb. 2015	36	36	22	5

Q34. Do you approve or disapprove of how state leaders and the Legislature have handled the reliability of the electricity grid?

Q34	Percent
Approve strongly	5
Approve somewhat	24
Neither approve nor disapprove	17
Disapprove somewhat	18
Disapprove strongly	29
Don't know	7

Q35. Would you say that the quality of K-12 public school education in Texas is:

	Excellent	Good	Not very good	Terrible	Don't know/No opinion
Aug. 2024	9	43	28	11	9
June 2023	9	44	29	8	9
Feb. 2023	6	41	30	11	12
Oct. 2022	6	40	33	11	9
Aug. 2022	6	38	32	11	13
Feb. 2022	7	41	30	10	11
Feb. 2021	7	43	31	9	10
June 2020	8	45	28	9	10
Feb. 2020	7	39	31	11	12
June 2019	7	41	31	10	11
Feb. 2019	5	42	32	10	10
Feb. 2017	8	39	34	8	11
June 2013	5	40	36	14	5

Q36. Below is a list of potential priorities for state leaders and the Legislature to address in the K-12 public education system in Texas. How important do you think it is to address each of the following during the next legislative session in 2025? **[GRID WITH RESPONSE OPTION “Extremely important”, “Very important”, “Somewhat important”, “Not very important”, “Not important”, “Don’t know/No opinion”]** **[RANDOMIZE A-K]**

	Extremely important	Very important	Somewhat important	Not very important	Not important	Don't know/No opinion
School safety	63	23	10	1	1	3
Teacher pay / teacher retention	48	29	15	3	2	3
Curriculum content (i.e. what students are taught)	48	30	13	2	3	3
Public school financing	42	31	17	3	2	5
Parental rights	40	28	17	6	3	5
Public school library materials	36	30	20	6	5	4
Facilities and school infrastructure additions or improvements	31	32	26	4	3	5
Vouchers, educational savings accounts (ESAs), or other “school choice” legislation	25	20	17	10	18	10
The treatment of students who are transgender	21	18	18	14	21	8
Expanding the number of charter schools	16	20	21	15	17	12

Q36A. And which of the following should be the top priority for the K-12 public education system in Texas? [ONLY PRESENT THOSE RESPONSES FROM Q36A-Q36K SELECTED AS “Extremely important”, “Very important”, or “Somewhat important”]

Q36A	Percent
School safety	36
Curriculum content (i.e. what students are taught)	21
Teacher pay / teacher retention	15
Public school financing	11
Parental rights	6
Vouchers, educational savings accounts (ESAs), or other "school choice" legislation	5
Facilities and school infrastructure additions or improvements	4
Expanding the number of charter schools	1
Public school library materials	1
The treatment of students who are transgender	1

Q37. Do you support or oppose reducing the punishment under Texas law for the possession or use of small amounts of marijuana to a citation and a fine?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	TOTAL SUPPORT	TOTAL OPPOSE
Aug. 2024	42	26	10	11	11	68	21
Dec. 2022	47	25	9	10	10	72	19
June 2018	44	25	9	12	9	69	21
June 2015	44	24	11	15	7	68	26

Q38. Do you think that women who want to avoid becoming pregnant should have access to birth control?

	Yes, should have access	No, should not have access	Don't know/No opinion
Aug. 2024	89	5	7
June 2024	88	6	6
June 2022	88	4	7
Nov. 2015	87	5	7

Q39. Which of these have you used as a source for news in the last week? Please check all that apply. **[GRID WITH RESPONSE OPTIONS, “Have used in last week”, “Have not used in last week”]** **[RANDOMIZE A-M]**

	Yes	No
Broadcast TV news or their websites, like ABC, CBS, NBC	42	58
Cable TV News or their websites, like CNN, MSNBC, FOX	45	55
Social media, like Facebook, Twitter, Instagram, Reddit, TikTok	47	53
National newspapers or their websites, like the Wall Street Journal, the New York Times, USA Today	26	74
Local newspapers or websites	27	73
Local television news	44	56
YouTube	32	68
International newspapers or their websites, like The Guardian, BBC, Daily Mail	21	79
Other national news websites, like Yahoo News, Axios, Vox	20	80
Podcasts	20	80
Talk radio	17	83
Conservative news websites	17	83
Liberal or progressive news websites	10	90
Other news sources	9	91

Q40. Which of the following have you used in the last week? **[GRID WITH RESPONSE OPTIONS, “Have used in last week”, “Have not used in last week”]** **[RANDOMIZE A-J]**

	Have used in the last week	Have not used in the last week
Facebook	75	25
YouTube	70	30
Instagram	49	51
Twitter	38	62
TikTok	32	68
LinkedIn	21	79
Snapchat	18	82
Reddit	18	82
Truth Social	5	95
Parler	1	99

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. 2024	58	32	10
June 2024	56	32	13
Apr. 2024	56	33	11
Feb. 2024	58	31	12
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 Agriculture Commissioner? **[RANDOMIZE 1-4]**

INFO1	Percent
Sid Miller	31
Glenn Hegar	7
George P. Bush	9
Christi Craddick	3
Don't know	50

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

INFO2	Percent
More than two-thirds	68
More than three-fourths	7
More than one-half	9
Don't know	15

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

INFO3	Percent
Mike Johnson	63
Kevin McCarthy	7
Nancy Pelosi	11
Chuck Schumer	4
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.	8
Moderate	25
Lean con.	11
Somewhat con.	18
Extremely con.	16

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

PID3	Percent
Democrats	43
Independents	8
Republicans	49

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

PID7	Percent
StrDem	24
WeakDem	9
LeanDem	10
Ind	8
LeanRep	10
WeakRep	13
StrRep	26

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	48
Too conservative	16
Not conservative enough	26
Don't know/No opinion	10

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

DEMLIB	Percent
Liberal enough	41
Too liberal	9
Not liberal enough	33
Don't know/No opinion	17

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	50
Rural	17

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	23
Yes, I live the Dallas-Fort Worth area	28
Yes, I live in the San Antonio area	10
Yes, I live in the Austin area	10
No, I live in another part of Texas	29

CHILD. How many children are currently living with you?

CHILD	Percent
One	17
Two	15
Three	5
Four or more	2
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.	20
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	5
\$10,000 - \$19,999	5
\$20,000 - \$29,999	7
\$30,000 - \$39,999	8
\$40,000 - \$49,999	7
\$50,000 - \$59,999	7
\$60,000 - \$69,999	7
\$70,000 - \$79,999	7
\$80,000 - \$99,999	10
\$100,000 - \$119,999	11
\$120,000 - \$149,999	8
More than \$150,000	9
Prefer not to say	11

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

AB	Percent
Pro-life	36
Pro-choice	46
Neither	14
Don't know	4

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

EDU	Percent
Less than high school	5
High school degree	24
Some college	19
Two-year college degree	12
Four-year college degree	27
Post-graduate degree	12

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

RELIG	Percent
Agnostic	4
Assembly of God	2
Atheist	4
Baptist	12
Born again	2
Buddhist	1
Catholic	24
Christian Scientist	0
Church of Christ	3
Church of God	1
Disciples of Christ	0
Don't know	2
Episcopal / Anglican	1
Evangelical	1
Hindu	0
Jehovah's Witnesses	0
Jewish	1
Lutheran	2
Methodist	3
Mormon	0
Muslim / Islam	1
No religious affiliation / none	10
Nondenominational Christian	6
Orthodox / Eastern Orthodox	0
Other	3
Pentecostal / charismatic / spirit-filled	3
Presbyterian	1
Protestant (non-specific)	4
Reformed	0
Religious but not spiritual	1
Spiritual but not religious	5

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.	29
The Bible is the word of God but not everything in it should be taken literally, word for word.	43
The Bible is a book written by men and is not the word of God.	21
Don't know.	7

IMPORT. How important is religion in your life?

IMPORT	Percent
Extremely important	39
Somewhat important	34
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	11
Once a week	22
A few times a month	11
Once or twice a year	25
Never	31

RACE1. What race do you consider yourself to be?

race	Percent
White / Blanco	59
Black	13
Hispanic	22
Asian	3
Middle Eastern	0
Native American	0
Mixed	2

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	13
Don't know	0

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	60
One of my parents was born in another country	17
Both of my parents were both in another country	23

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

MOVE	Percent
Yes	35
No	65

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

STATE	Percent
Alabama	1
Arizona	2
Arkansas	1
California	14
Colorado	3
Connecticut	0
Delaware	0
District of Columbia	0
Florida	6
Georgia	4
Hawaii	1
Idaho	0
Illinois	6
Indiana	2
Iowa	1
Kansas	1
Kentucky	1
Louisiana	7
Manitoba	0

Maryland	2
Massachusetts	1
Michigan	3
Minnesota	1
Mississippi	0
Missouri	2
Montana	0
Nebraska	1
Nevada	3
New Hampshire	0
New Jersey	2
New Mexico	3
New York	3
North Carolina	1
North Dakota	0
Not in the U.S. or Canada	2
Ohio	3
Oklahoma	4
Ontario	0
Oregon	1
Pennsylvania	3
Puerto Rico	1
South Dakota	0
Tennessee	2
Utah	1
Vermont	0
Virginia	5

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

	Percent
Active-duty military	0
Military veteran	11
Active-duty military in my immediate family	4
Military veteran in my immediate family	17
None of the above	73

HOME. Do you own or rent your home?

HOME	Percent
Own	73
Rent	27

MARITAL. What is your marital status?

MARITAL	Percent
Married	52
Separated	2
Divorced	9
Widowed	4
Single	29
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	14
Donald Trump	44
Howie Hawkins	0
Jo Jorgensen	0
Joe Biden	41
Other	0

Sampling and Weighting Methodology for the August 2024 Texas Statewide Study

For the survey, YouGov interviewed 1,400 Texas registered voters between August 23rd – August 31st, 2024 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 is +/- 2.83% for the full sample and 3.28% accounting for the weighted data of registered voters.

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).

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.

The primary method of recruitment for the YouGov Panel is Web advertising campaigns that appear based on keyword searches. In practice, a search in Google may prompt an active YouGov advertisement soliciting opinion on the search topic. At the conclusion of the short survey respondents are invited to join the YouGov panel in order to receive and participate in additional surveys. After a double opt-in procedure, where respondents must confirm their consent by responding to an email, the database checks to ensure the newly recruited panelist is in fact new and that the address information provided is valid.

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

Sampling and Sample Matching

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

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

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

The purpose of matching is to find an available respondent who is as similar as possible to the selected member of the target sample. The result is a sample of respondents who have the same measured characteristics as the

target sample. Under certain conditions, described below, the matched sample will have similar properties to a true random sample. That is, the matched sample mimics the characteristics of the target sample.

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