## University of Texas / Texas Tribune Poll

## Texas Statewide Survey

Field Dates: October 18-27, 2019
$\mathrm{N}=1200$ Adults
Margin of error: +/- 2.83\% (3.28\% adjusted for weighting) unless otherwise noted ${ }^{1}$

## Interest and Engagement

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

1. Yes, registered $100 \%$

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?

1. Extremely interested $45 \%$
2. Somewhat interested 36
3. Not very interested 10
4. Not at all interested 7
5. Don't know 2

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?

1. Every election 38\%
2. Almost every election 33
3. About half 9
4. One or two 12
5. None 6
6. Don't know 2

Q3A. How enthusiastic would you say you are about voting in the 2020 election?

1. Extremely enthusiastic $50 \%$
2. Very enthusiastic 20
3. Somewhat enthusiastic 17
4. Not too enthusiastic 7
5. Not at all enthusiastic 5
6. Don't know/No opinion 1

1 In calculating the margin of error (MOE) for the survey, we provide two calculations, one that compensates for the relative standard deviation of the weights and one that does not. Without taking the variance of the weights into account, the margin of error for the full sample is $2.83 \%$. To compensate for the additional uncertainty from weighting, we apply a multiplier derived from the coefficient of variation of the weights: $\operatorname{sqrt}\left(1+\mathrm{CV}^{\wedge} 2\right)$, where $\mathrm{CV}=\mathrm{sd}$ (weights)/mean(weights). For this weight sensitive calculation, the MOE for the full sample is $3.28 \%$.

## Most Important Problem

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

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

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

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

## Retrospective Assessments

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

|  | Approve <br> strongly | Approve <br> somewhat | Neither <br> approve <br> nor <br> disapprove | Disapprove <br> somewhat | Disapprove <br> strongly | Don't <br> Know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct. 2019 | $\mathbf{3 2}$ | $\mathbf{1 5}$ | $\mathbf{4}$ | $\mathbf{6}$ | $\mathbf{4 2}$ | $\mathbf{1}$ |
| Jun. 2019 | 34 | 18 | 4 | 5 | 39 | 1 |
| Feb. 2019 | 34 | 15 | 5 | 5 | 40 | 1 |
| Oct. 2018 | 36 | 12 | 5 | 5 | 40 | 1 |
| Jun. 2018 | 29 | 18 | 7 | 6 | 38 | 1 |
| Feb. 2018 | 30 | 16 | 7 | 7 | 39 | 1 |
| Oct. 2017 | 27 | 18 | 5 | 8 | 42 | 1 |
| Jun. 2017 | 25 | 18 | 6 | 7 | 44 | 1 |
| Feb. 2017 | 32 | 14 | 8 | 4 | 40 | 3 |

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

Oct. 2019
Jun. 2019
Feb. 2019
Oct. 2018
Jun. 2018
Feb. 2018
Oct. 2017
Jun. 2017
Feb. 2017
Oct. 2016
Jun. 2016
Feb. 2016
Nov 2015
Jun. 2015
Feb. 2015
Oct. 2014
Jun. 2014
Feb. 2014
Oct. 2013
Jun. 2013
Feb. 2013
Oct. 2012
May 2012
Feb. 2012
Oct. 2011
May 2011
Feb. 2011
Oct. 2009
Jun. 2009
Feb. 2009

| Approve strongly | Approve somewhat | Neither approve nor disapprove | Disapprove somewhat | Disapprove strongly | Don't Know |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 7 | 14 | 18 | 23 | 35 | 4 |
| 4 | 14 | 19 | 21 | 39 | 3 |
| 4 | 14 | 18 | 26 | 35 | 3 |
| 4 | 22 | 16 | 19 | 38 | 2 |
| 3 | 15 | 18 | 21 | 38 | 4 |
| 2 | 17 | 16 | 22 | 39 | 3 |
| 2 | 10 | 15 | 24 | 45 | 3 |
| 2 | 13 | 15 | 24 | 43 | 4 |
| 5 | 21 | 20 | 18 | 32 | 5 |
| 2 | 8 | 18 | 27 | 41 | 4 |
| 2 | 8 | 16 | 24 | 45 | 5 |
| 2 | 10 | 17 | 24 | 43 | 4 |
| 2 | 8 | 17 | 25 | 46 | 3 |
| 2 | 13 | 21 | 26 | 36 | 2 |
| 3 | 17 | 19 | 24 | 34 | 3 |
| 2 | 12 | 13 | 30 | 41 | 2 |
| 3 | 8 | 15 | 24 | 48 | 3 |
| 3 | 8 | 15 | 23 | 49 | 2 |
| 2 | 6 | 12 | 21 | 56 | 3 |
| 2 | 10 | 16 | 23 | 46 | 2 |
| 3 | 11 | 12 | 23 | 48 | 3 |
| 1 | 10 | 18 | 26 | 43 | 3 |
| 1 | 9 | 15 | 23 | 48 | 3 |
| 1 | 10 | 14 | 26 | 47 | 2 |
| 2 | 9 | 10 | 26 | 51 | 2 |
| 1 | 15 | 20 | 27 | 35 | 3 |
| 2 | 17 | 19 | 26 | 33 | 4 |
| 2 | 12 | 11 | 22 | 49 | 4 |
| 2 | 18 | 22 | 22 | 36 | 0 |
| 4 | 22 | 22 | 15 | 37 | 0 |

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

|  | Approve <br> strongly | Neither <br> Approve <br> somewhat <br> nor | (isapprove <br> disapprove | Disapprove <br> somewhat | Don't <br> strongly | Know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct. 2019 | $\mathbf{3 0}$ | $\mathbf{2 2}$ | $\mathbf{1 5}$ | $\mathbf{9}$ | $\mathbf{1 9}$ | 6 |
| Jun. 2019 | 29 | 22 | 13 | 11 | 20 | 5 |
| Feb. 2019 | 33 | 18 | 12 | 11 | 21 | 5 |
| Oct. 2018 | 36 | 16 | 12 | 9 | 23 | 5 |
| Jun. 2018 | 27 | 20 | 13 | 12 | 24 | 5 |
| Feb. 2018 | 28 | 18 | 18 | 8 | 23 | 5 |
| Oct. 2017 | 27 | 21 | 14 | 11 | 22 | 5 |
| Jun. 2017 | 27 | 18 | 12 | 9 | 29 | 4 |
| Feb. 2017 | 27 | 18 | 17 | 9 | 24 | 5 |
| Oct. 2016 | 21 | 21 | 17 | 10 | 23 | 8 |
| Jun. 2016 | 20 | 22 | 19 | 10 | 21 | 8 |
| Feb. 2016 | 18 | 23 | 24 | 9 | 20 | 6 |
| Nov 2015 | 20 | 22 | 21 | 10 | 19 | 7 |
| Jun. 2015 | 22 | 24 | 28 | 8 | 16 | 15 |

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

|  | Neither <br> Approve <br> strongly | Approve <br> approve <br> somewhat | nop <br> disapprove | Disapprove <br> somewhat | Disapprove <br> strongly | Don't <br> Know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct. 2019 | $\mathbf{2 2}$ | $\mathbf{1 7}$ | $\mathbf{1 5}$ | $\mathbf{9}$ | $\mathbf{2 3}$ | $\mathbf{1 4}$ |
| Jun. 2019 | 22 | 19 | 18 | 6 | 25 | 11 |
| Feb. 2019 | 24 | 18 | 16 | 6 | 25 | 10 |
| Oct. 2018 | 27 | 17 | 14 | 5 | 26 | 11 |
| Jun. 2018 | 18 | 18 | 18 | 8 | 26 | 12 |
| Feb. 2018 | 19 | 17 | 21 | 8 | 25 | 10 |
| Oct. 2017 | 16 | 20 | 19 | 7 | 24 | 13 |
| Jun. 2017 | 15 | 19 | 18 | 8 | 28 | 11 |
| Feb. 2017 | 16 | 16 | 24 | 8 | 23 | 14 |
| Oct. 2016 | 12 | 19 | 20 | 9 | 22 | 18 |
| Jun. 2016 | 12 | 19 | 24 | 8 | 22 | 15 |
| Feb. 2016 | 8 | 19 | 30 | 7 | 20 | 16 |
| Nov 2015 | 10 | 19 | 28 | 9 | 17 | 16 |
| Jun. 2015 | 13 | 19 | 28 | 8 | 16 | 15 |

Q8C. How would you rate the job Dennis Bonnen is doing as Speaker of the Texas House of Representatives? Would you say that you...

1. Approve strongly6\%
2. Approve somewhat ..... 14
3. Neither approve nor disapprove ..... 28
4. Disapprove somewhat ..... 8
5. Disapprove strongly ..... 17
6. Don't know ..... 27
[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  |\(} <br>

{Oct. 2019} \&{\mathbf{2 8}} \&{\mathbf{1 8}} \&{\mathbf{8}} \&{\mathbf{9}} \&{\mathbf{3 0}} \&{\mathbf{7}} <br>
{Jun. 2019} \&{27} \&{20} \&{10} \&{8} \&{31} \&{4} <br>
{Feb. 2019} \&{31} \&{15} \&{9} \&{7} \&{34} \&{4} <br>
{Oct. 2018} \&{34} \&{13} \&{8} \&{5} \&{37} \&{3} <br>
{Jun. 2018} \&{21} \&{18} \&{13} \&{8} \&{33} \&{7} <br>
{Feb. 2018} \&{22} \&{18} \&{12} \&{9} \&{32} \&{7} <br>
{Oct. 2017} \&{19} \&{19} \&{13} \&{12} \&{31} \&{5} <br>
{Jun. 2017} \&{21} \&{17} \&{12} \&{9} \&{35} \&{6} <br>
{Feb. 2017} \&{20} \&{18} \&{14} \&{10} \&{29} \&{9} <br>
{Oct. 2016} \&{16} \&{19} \&{13} \&{11} \&{34} \&{7} <br>
{Jun. 2016} \&{18} \&{17} \&{13} \&{12} \&{31} \&{9} <br>
{Feb. 2016} \&{18} \&{19} \&{15} \&{10} \&{32} \&{6} <br>
{Nov 2015} \&{27} \&{17} \&{11} \&{9} \&{28} \&{9} \end{array}\)

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

Oct. 2019
Jun. 2019
Feb. 2019
Oct. 2018
Jun. 2018
Feb. 2018

| Approve strongly | Approve somewhat | nor | Disapprove somewhat | Disapprove strongly | Don't Know |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $15$ | somewhat | $16$ | $10$ | $24$ | Know |
| 14 | 23 | 17 | 11 | 23 | 12 |
| 15 | 21 | 18 | 13 | 22 | 11 |
| 17 | 22 | 15 | 9 | 25 | 13 |
| 8 | 19 | 21 | 14 | 24 | 13 |
| 10 | 19 | 23 | 15 | 23 | 10 |
| 7 | 21 | 18 | 15 | 27 | 12 |
| 9 | 19 | 18 | 14 | 27 | 12 |
| 11 | 19 | 22 | 12 | 22 | 14 |
| 8 | 20 | 22 | 14 | 22 | 15 |
| 7 | 17 | 24 | 14 | 21 | 17 |
| 7 | 20 | 26 | 14 | 18 | 15 |
| 7 | 20 | 22 | 16 | 18 | 16 |

## [RANDOMIZE Q9C-Q9D]

Q9C. How would you rate the job Nancy Pelosi is doing as Speaker of the U.S. House of Representatives? Would you say that you...

1. Approve strongly $16 \%$
2. Approve somewhat 19
3. Neither approve nor disapprove 9
4. Disapprove somewhat 6
5. Disapprove strongly 44
6. Don't know 7

Q9D. How would you rate the job Mitch McConnell is doing as Senate Majority Leader? Would you say that you...

1. Approve strongly 8\%
2. Approve somewhat 18
3. Neither approve nor disapprove 20
4. Disapprove somewhat 9
5. Disapprove strongly 32
6. Don't know 11

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 <br> Track | Wrong <br> Track | Don't <br> Know |
| :--- | :---: | :---: | :---: |
| Oct. 2019 | $\mathbf{3 7}$ | $\mathbf{5 4}$ | $\mathbf{1 7}$ |
| 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 |
| Nov. 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 |
| Sep. 2010 | 26 | 63 | 12 |
| May 2010 | 27 | 62 | 11 |
| Feb. 2010 | 31 | 56 | 13 |
| Oct. 2009 | 35 | 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?

Oct. 2019
June 2019
Feb. 2019
Oct. 2018
June 2018
Feb. 2018
Oct. 2017
June 2017
Feb. 2017
Oct. 2016
June 2016
Feb. 2016
Nov. 2015
June 2015
Feb. 2015
Oct. 2014
June 2014
Feb. 2014
Oct. 2013
June 2013
Oct. 2012
May 2012
Feb. 2012
Oct. 2011
May 2011
Feb. 2011
Oct. 2010
Sep. 2010
May 2010
Feb. 2010
Oct. 2009

| A lot <br> better off <br> $\mathbf{2 4}$ | Somewhat <br> better off <br> $\mathbf{2 1}$ | About the <br> same | Somewhat <br> worse off | A lot <br> worse off | Don't <br> Know |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\mathbf{2 6}$ | 21 | 23 | $\mathbf{1 6}$ | $\mathbf{8}$ | $\mathbf{6}$ |
| 27 | 22 | 23 | 18 | 8 | 3 |
| 32 | 19 | 26 | 15 | 9 | 3 |
| 26 | 25 | 23 | 12 | 7 | 4 |
| 25 | 28 | 26 | 14 | 8 | 4 |
| 18 | 25 | 33 | 16 | 6 | 2 |
| 14 | 28 | 30 | 18 | 6 | 3 |
| 12 | 28 | 36 | 11 | 9 | 3 |
| 8 | 20 | 29 | 25 | 15 | 4 |
| 6 | 20 | 29 | 23 | 17 | 4 |
| 8 | 22 | 27 | 25 | 15 | 5 |
| 7 | 25 | 28 | 23 | 14 | 3 |
| 7 | 24 | 33 | 21 | 13 | 3 |
| 11 | 25 | 33 | 18 | 11 | 3 |
| 6 | 25 | 30 | 23 | 14 | 3 |
| 7 | 24 | 26 | 25 | 16 | 2 |
| 5 | 24 | 28 | 23 | 17 | 2 |
| 5 | 20 | 25 | 25 | 24 | 1 |
| 7 | 28 | 31 | 18 | 15 | 1 |
| 7 | 25 | 25 | 19 | 23 | 1 |
| 4 | 24 | 29 | 20 | 19 | 4 |
| 4 | 25 | 30 | 19 | 20 | 2 |
| 2 | 12 | 25 | 28 | 31 | 2 |
| 2 | 20 | 26 | 24 | 25 | 3 |
| 3 | 24 | 30 | 24 | 17 | 2 |
| 3 | 19 | 20 | 23 | 33 | 3 |
| 3 | 20 | 21 | 20 | 34 | 2 |
| 5 | 23 | 24 | 15 | 32 | 1 |
| 3 | 25 | 19 | 23 | 29 | 1 |
| 5 | 19 | 16 | 23 | 36 | 1 |

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 <br> Track | Wrong <br> Track | Don't <br> Know |
| :--- | :---: | :---: | :---: |
| Oct. 2019 | $\mathbf{4 7}$ | 35 | $\mathbf{1 7}$ |
| 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 |
| Nov. 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 | 18 |
| May 2011 | 36 | 48 | 16 |
| Feb. 2011 | 41 | 41 | 18 |
| Oct. 2010 | 45 | 37 | 18 |
| Sep. 2010 | 43 | 38 | 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?

Oct. 2019 June 2019
Feb. 2019
Oct. 2018 June 2018
Feb. 2018
Oct. 2017
June 2017
Feb. 2017
Oct. 2016
June 2016
Feb. 2016
Nov. 2015
June 2015
Feb. 2015
Oct. 2014
June 2014
Feb. 2014
Oct. 2013
June 2013
Oct. 2012
May 2012
Feb. 2012
Oct. 2011
May 2011
Feb. 2011
Oct. 2010
Sep. 2010
May 2010
Feb. 2010
Oct. 2009

| A lot <br> better off <br> $\mathbf{1 5}$ | Somewhat <br> better off | About the <br> same | Somewhat <br> worse off | A lot <br> worse off | Don't <br> Know |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\mathbf{1 5}$ | 25 | $\mathbf{3 8}$ | $\mathbf{1 3}$ | $\mathbf{5}$ | $\mathbf{3}$ |
| $\mathbf{1 2}$ | 28 | 37 | 14 | 5 | 3 |
| 12 | 27 | 39 | 13 | 6 | 2 |
| 10 | 27 | 39 | 13 | 6 | 3 |
| 11 | 27 | 42 | 14 | 6 | 2 |
| 9 | 22 | 42 | 13 | 5 | 1 |
| 5 | 20 | 47 | 16 | 5 | 1 |
| 6 | 21 | 52 | 15 | 5 | 1 |
| 5 | 22 | 40 | 16 | 7 | 1 |
| 5 | 18 | 44 | 19 | 8 | 2 |
| 5 | 20 | 44 | 20 | 9 | 3 |
| 5 | 18 | 45 | 19 | 9 | 2 |
| 5 | 21 | 48 | 23 | 7 | 1 |
| 6 | 21 | 44 | 17 | 7 | 2 |
| 5 | 22 | 42 | 21 | 7 | 2 |
| 6 | 21 | 42 | 21 | 7 | 1 |
| 5 | 20 | 43 | 22 | 8 | 2 |
| 5 | 17 | 41 | 23 | 12 | 1 |
| 6 | 19 | 44 | 23 | 7 | 2 |
| 6 | 17 | 43 | 23 | 11 | 1 |
| 4 | 15 | 48 | 19 | 13 | 1 |
| 4 | 16 | 45 | 23 | 11 | 2 |
| 3 | 13 | 40 | 28 | 15 | 1 |
| 2 | 16 | 40 | 25 | 16 | 1 |
| 3 | 17 | 45 | 24 | 11 | 2 |
| 3 | 16 | 38 | 27 | 14 | 1 |
| 3 | 17 | 39 | 26 | 14 | 2 |
| 4 | 16 | 42 | 25 | 13 | 1 |
| 3 | 14 | 41 | 29 | 12 | 2 |
| 3 | 14 | 39 | 27 | 16 | 1 |

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/No Opinion |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct. 2019 | 17 | 25 | 35 | 13 | 3 | 8 |
| June 2019 | 16 | 27 | 35 | 12 | 5 | 6 |
| Feb. 2019 | 17 | 28 | 35 | 10 | 5 | 5 |
| Oct. 2018 | 20 | 29 | 31 | 10 | 4 | 5 |
| June 2018 | 13 | 30 | 34 | 12 | 4 | 7 |
| Feb. 2018 | 13 | 30 | 38 | 13 | 3 | 3 |
| Oct 2017 | 8 | 27 | 41 | 16 | 3 | 5 |
| June 2017 | 6 | 28 | 39 | 17 | 4 | 6 |
| Feb. 2017 | 6 | 22 | 49 | 11 | 5 | 6 |
| Oct. 2016 | 3 | 22 | 45 | 19 | 5 | 5 |
| June 2016 | 4 | 22 | 41 | 19 | 6 | 8 |
| Feb. 2016 | 4 | 22 | 41 | 23 | 5 | 4 |
| Nov. 2015 | 4 | 25 | 41 | 20 | 5 | 5 |
| June 2015 | 5 | 28 | 44 | 14 | 4 | 4 |
| Feb. 2015 | 6 | 26 | 47 | 14 | 3 | 4 |
| Oct. 2014 | 9 | 32 | 40 | 12 | 4 | 3 |
| Oct. 2012 | 4 | 21 | 51 | 16 | 5 | 3 |

## Political Figures and Elections

Q17. If the 2020 presidential election were held today, would you definitely vote to re-elect Donald Trump, probably vote to re-elect Donald Trump, probably vote for someone else, or definitely vote for someone else?

1. Definitely vote to re-elect Donald Trump $40 \%$
2. Probably vote to re-elect Donald Trump 8
3. Probably vote for someone else 6
4. Definitely vote for someone else 46

Q18. If the 2020 primary elections for President were held today, would you vote in [RANDOMIZE 'the Republican primary', 'the Democratic primary'] the Republican primary, the Democratic primary, or wouldn't you vote in either primary? [RANDOMIZE 1-2]

1. Republican primary 39\%
2. Democratic primary 45
3. Wouldn't vote in either primary 9
4. Don't know 7

Q19A. [ASK IF Q18 == 2] If the 2020 Democratic primary election for president were held today, which of the following candidates would you vote for? [RANDOMIZE 1-23]
( $n=541$, MOE is +/- $4.21 \%$; +/- $5.57 \%$ when adjusted for weighting)

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

Q19B [ASK IF Q19A == 1-19] You said you would vote for [INSERT SELECTION FROM
Q19A] if the 2020 Democratic Primary were held today. How likely are you to change your mind before the primary election? [RANDOMIZE ORDER 1,2,3,4, AND 4,3,2,1]
( $n=503$, MOE is +/- $4.37 \%$; +/- $5.83 \%$ when adjusted for weighting)

1. Very likely

19\%
2. Somewhat likely 20
3. Not very likely

31
4. Not at all likely

23
5. Don't know/No opinion

Q20A. [ASK IF Q18 == 2] Which of the following potential 2020 Democratic U.S. Senate primary candidates have you heard of? [RANDOMIZE 1-10]
(n=541, MOE is +/- 4.21\%; +/- $5.57 \%$ when adjusted for weighting)

1. Chris Bell

24\%
2. Royce West

21
3. M.J. Hegar

20
4. Amanda Edwards 16
5. Sema Hernandez 13
6. Cristina Tzintzún Ramirez 12
7. Michael Cooper 11
8. Jack Daniel Foster, Jr.

6
9. Adrian Ocegueda6

Q20B. [ASK IF Q18 == 2] If the 2020 Demcratic primary election for U.S. Senate were held today, which of the following candidates would you vote for? [RANDOMIZE 1-9]
( $n=541$, MOE is +/- $4.21 \%$; +/- $5.57 \%$ when adjusted for weighting)

1. M.J. Hegar

12\%
2. Sema Hernandez
3. Royce West
4. Amanda Edwards 4
5. Cristina Tzintzún Ramirez
6. Chris Bell 3
7. Jack Daniel Foster, Jr.
8. Adrian Ocegueda
9. Michael Cooper 0
10. Someone else 6 5

42

6
11. Haven't thought enough about it to have
an opinion
12. Don't know16

## [RANDOMIZE Q21A-Q21E]

Q21A. If the 2020 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Donald Trump", "Joe Biden"] Joe Biden and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

1. Donald Trump 46\%
2. Joe Biden 39
3. Someone else 9
4. Haven't thought about it enough to have an opinion

6
Q21B. If the 2020 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Donald Trump", "Elizabeth Warren"] Elizabeth Warren and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

1. Donald Trump 46\%
2. Elizabeth Warren 39
3. Someone else 10
4. Haven't thought about it enough to have an opinion

6

Q21C. If the 2020 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Donald Trump", "Bernie Sanders"] Bernie Sanders and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

1. Donald Trump $45 \%$
2. Bernie Sanders 40
3. Someone else 9
4. Haven't thought about it enough to have an opinion5

Q21D. If the 2020 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Donald Trump", "Beto O'Rourke"] Beto O'Rourke and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

1. Donald Trump 47\%
2. Beto O'Rourke 41
3. Someone else 7
4. Haven't thought about it enough to have an opinion5

Q21E. If the 2020 presidential election were held today, and the candidates were [RANDOMIZE ORDER "Donald Trump", "Julián Castro"] Julián Castro and Donald Trump, who would you vote for, or haven't you thought enough about it to have an opinion?

1. Donald Trump 46\%
2. Julian Castro 33
3. Someone else 14
4. Haven't thought about it enough to have an opinion7

Q22. If the 2020 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?

1. The Democratic candidate ..... 43\%
2. The Republican candidate ..... 43
3. Someone else ..... 3
4. Haven't thought about it enough to have an opinion ..... 10

## [RANDOMIZE Q23-Q24]

Q23. Regardless of how you intend to vote in the 2020 election, do you feel like the Republican Party is welcoming to people like you?

1. Yes47\%
2. No ..... 42
3. Don't know/No opinion ..... 12

Q24. Regardless of how you intend to vote in the 2020 election, do you feel like the Democratic Party is welcoming to people like you?

1. Yes
43\%
2. No46
3. Don't know/No opinion ..... 11

Q25. Based on what you know, do you think that Congress is justified in conducting impeachment investigations into actions Donald Trump has taken while president?

1. Yes
46\%
2. No 42
3. Unsure 6
4. Don't know/No opinion
6

## [RANDOMIZE Q26A-Q26B]

Q26A. Do you approve or disapprove of the way Republicans in Congress have handled the impeachment investigations?

1. Approve strongly $9 \%$
2. Approve somewhat 16
3. Neither approve nor disapprove 17
4. Disapprove somewhat 20
5. Disapprove strongly 29
6. Don't know 9

Q26B. Do you approve or disapprove of the way Democrats in Congress have handled the impeachment investigations?

1. Approve strongly
20\%
2. Approve somewhat 20
3. Neither approve nor disapprove 9
4. Disapprove somewhat 7
5. Disapprove strongly 38
6. Don't know

6
Q26C. Do you approve or disapprove of the way President Trump is responding to the impeachment investigations?

1. Approve strongly $25 \%$
2. Approve somewhat 14
3. Neither approve nor disapprove 10
4. Disapprove somewhat 7
5. Disapprove strongly 38
6. Don't know 6

Q27. Based on what you know, do you think that Donald Trump has taken actions while president that justify his removal from office before the end of his term?

1. Yes
43\%
2. No 44
3. Unsure
8
4. Don't know/No opinion 5

## Policy Questions

Q28. In general, do you think gun control laws should be made more strict, less strict, or left as they are now?

1. More strict
51\%
2. Less strict 13
3. Left as they are now 28
4. Don't know/No opinion 8

Q29. Do you support or oppose requiring criminal and mental health background checks on all gun purchases in the United States, including gun shows and for private sales?

1. Strongly support 61\%
2. Somewhat support 20
3. Somewhat oppose 7
4. Strongly oppose 6
5. Don't know/No opinion 5

Q30. Do you support or oppose allowing courts to require a person determined to be a risk to themselves or others to temporarily surrender guns in their possession?

1. Strongly support 48\%
2. Somewhat support 20
3. Somewhat oppose 9
4. Strongly oppose 12
5. Don't know/No opinion 11

Q31. Do you support or oppose banning the sale of selected semi-automatic rifles, often referred to as assault weapons?

1. Strongly support $47 \%$
2. Somewhat support 12
3. Somewhat oppose 8
4. Strongly oppose 25
5. Don't know/No opinion 8

Q42. Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of the National Rifle Association (NRA).

1. Very favorable27\%
2. Somewhat favorable 16
3. Neither favorable nor unfavorable 13
4. Somewhat unfavorable 7
5. Very unfavorable 29
6. Don't know/no opinion 7

Q43. How much have you heard about the controversy over a June 2019 meeting between the Speaker of the Texas House and the head of a political action committee?

1. A lot

12\%
2. Some 19
3. A little 18
4. Nothing at all 50

## Political Knowledge

[Randomize INFO1-INFO3]
INFO1. Which political party holds the majority in the U.S. House of Representatives? [RANDOMIZE 1-2]

1. Republican Party 22\%
2. Democratic Party 65
3. Neither
3
4. Don't know 10

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

1. More than one-half 8\%
2. More than two-thirds 68
3. More than three-fourths 9
4. Don't know 15

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

1. Glenn Hegar

12\%
2. Sid Miller 7
3. Christi Craddick 9
4. George P. Bush 15
5. Don't know 57

## Political Orientation

We're almost done. Now we just have a few basic questions for statistical purposes.
LIBCON. On a scale from 1 to 7 , where 1 is extremely liberal, 7 is extremely conservative, and 4 is exactly in the middle, where would you place yourself? [Wording on scale: (1) "Extremely liberal," (4) "In the middle," (7) "Extremely conservative"]

1. Extremely liberal 7\%
2. Somewhat liberal 10
3. Lean liberal 8
4. In the middle 27
5. Lean conservative 10
6. Somewhat conservative 19
7. Extremely conservative 18

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

1. Democrat 43\%
2. Independent
3. Republican1146
PID7. (Uses the four PID3 follow-up questions)
4. Strong Democrat ..... 22\%
5. Not very strong Democrat ..... 10
6. Lean Democrat ..... 12
7. Independent ..... 11
8. Lean Republican ..... 13
9. Not very strong Republican ..... 8
10. Strong Republican ..... 25

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

1. Conservative enough ..... 53\%
2. Too conservative ..... 10
3. Not conservative enough ..... 28
4. Don't know/No opinion ..... 9

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

1. Liberal enough $42 \%$
2. Too liberal 7
3. Not liberal enough 30
4. Don't know/No opinion 20

## Demographics

AGE. Please indicate your age group.

1. 18-29
19\%
2. $30-44$ 25
3. $45-64 \quad 36$
4. 65 and up 19

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

1. Urban32\%
2. Suburban 49
3. Rural 19

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

1. Yes, I live in the Houston area. $23 \%$
2. Yes, I live the Dallas-Fort Worth area 27
3. Yes, I live in the San Antonio area 10
4. Yes, I live in the Austin area 10
5. No, I live in another part of Texas. 30

CHILD. How many children are currently living with you?

1. One 16\%
2. Two 12
3. Three 4
4. Four or more 3
5. None 65

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

1. Yes, I have a child/children under 18 enrolled $21 \%$ in public school in Texas.
2. Yes, I have a child/children under 18 enrolled 3 in private school in Texas.
3. Yes, I have a child/children under 18 who are 2 being home schooled in Texas.
4. No, I do not have any children under 18 in 74 school in Texas.

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

1. Less than $\$ 10,000$
7\%
2. $\$ 10,000$ to $\$ 19,999$

5
3. $\$ 20,000$ to $\$ 29,99910$
4. $\$ 30,000$ to $\$ 39,999$

8
5. $\$ 40,000$ to $\$ 49,999$

8
6. $\$ 50,000$ to $\$ 59,999$
7. $\$ 60,000$ to $\$ 69,999$
8. $\$ 70,000$ to $\$ 79,999$
9. $\$ 80,000$ to $\$ 99,999$
10. $\$ 100,000$ to $\$ 119,999$
11. $\$ 120,000$ to $\$ 149,999$
12. More than $\$ 150,000$
13. Prefer not to say 11

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

1. Pro-life $44 \%$
2. Pro-choice 40
3. Neither 11
4. Don't know 4

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

1. Less than high school $5 \%$
2. High school degree 27
3. Some college 21
4. Two-year college degree 12
5. Four-year college degree 24
6. Post-graduate degree 11

RELIG1. What is your primary religious affiliation, if any? [No open response on "other"]

1. Agnostic

## 6\%

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

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

1. The Bible is the actual word of God and is to $33 \%$
be taken literally, word for word.
2. The Bible is the word of God but not35
everything in it should be taken literally, word for word.
3. The Bible is a book written by men and is not24
the word of God.
4. Don't know.8

IMPORT. How important is religion in your life?

1. Extremely important $45 \%$
2. Somewhat important 25
3. Not very important 12
4. Not at all important 18

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

1. More than once a week $16 \%$
2. Once a week 17
3. A few times a month 11
4. Once or twice a year 26
5. Never 30

RACE1. What race do you consider yourself to be?

1. White $56 \%$
2. African American 16
3. Hispanic or Latino 24
4. Asian/Pacific Islander 1
5. Native American 1
6. Multi-racial 2
7. Middle Eastern 0
8. Other 0

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

1. Yes $2 \%$
2. No 97
3. Don't know 1

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

1. Born in the United States or 85\% Puerto Rico
2. Born in another country14
3. Don't know 1

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

1. Both of my parents were born $63 \%$ in the United States or Puerto Rico
2. One of my parents was born in another 20 country
3. Both of my parents were both in another 16 country

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

1. Yes
41\%
2. No

59

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

1. Alabama ..... 1\%
2. Alaska ..... 0
3. Arizona ..... 2
4. Arkansas ..... 2
5. California ..... 12
6. Colorado ..... 3
7. Connecticut ..... 0
8. Delaware ..... 0
9. District of Columbia ..... 1
10. Florida ..... 5
11. Georgia ..... 1
12. Hawaii ..... 0
13. Idaho ..... 1
14. Illinois ..... 5
15. Indiana ..... 2
16. lowa ..... 2
17. Kansas ..... 2
18. Kentucky ..... 2
19. Louisiana ..... 8
20. Maine ..... 0
21. Maryland ..... 2
22. Massachusetts ..... 1
23. Michigan ..... 4
24. Minnesota ..... 1
25. Mississippi ..... 1
26. Missouri ..... 2
27. Montana ..... 0
28. Nebraska ..... 1
29. Nevada ..... 0
30. New Hampshire ..... 1
31. New Jersey ..... 2
32. New Mexico ..... 4
33. New York ..... 5
34. North Carolina ..... 1
35. North Dakota ..... 0
36. Ohio ..... 3
37. Oklahoma ..... 4
38. Oregon ..... 0
39. Pennsylvania ..... 5
40. Rhode Island ..... 0
41. South Carolina ..... 1
42. South Dakota ..... 0
43. Tennessee ..... 3
44. Utah ..... 0
45. Vermont ..... 1
46. Virginia ..... 2
47. Washington ..... 1
48. West Virginia ..... 0
49. Wisconsin ..... 1
50. Wyoming ..... 0
51. Puerto Rico ..... 0
52. Not in the U.S. or Canada ..... 2

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

1. Active-duty military
1\%
2. Military veteran 13
3. Active-duty military in my immediate family 3
4. Military veteran in my immediate family 18
5. None of the above 69

HOME. Do you own or rent your home?

1. Own
67\%
2. Rent 33

MARITAL. What is your marital status?

1. Married $50 \%$
2. Separated 2
3. Divorced 9
4. Widowed 6
5. Single 27
6. Domestic Partnership 6

GENDER. What is your gender?

1. Male $46 \%$
2. Female 54

## Methodology <br> Sampling and Weighting Methodology for the October 2019 Texas Statewide Study

For the survey, YouGov interviewed 1556 Texas registered voters between October 18 and October 27, 2019, who were then matched down to a sample of 1200 to produce the final dataset. The respondents were matched on gender, age, race, and education. YouGov then weighted the matched set of survey respondents to known characteristics of registered voters of Texas from the 2016 Current Population survey and 2014 Pew Religious Landscape Survey.

The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2016 Current Population Survey (CPS) voter registration supplement with selection within strata by weighted sampling with replacements (using the person weights on the public use file). For the main sample, 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. These weights were then post-stratified on baseline party identification, the 2016 presidential vote, ideology, and a full stratification of four-category age, four-category race, gender, and four-category education. The weights were trimmed at 7 and normalized to sum to the sample size.

The margin of error of the weighted data for registered voters is $3.6 \%$.

## Survey Panel Data

The YouGov panel, a proprietary opt-in survey panel, is comprised of 1.2 million U.S. residents who have agreed to participate in YouGov Web surveys. At any given time, YouGov maintains a minimum of five recruitment campaigns based on salient current events.

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

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

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

## Sampling and Sample Matching

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

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

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

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

When choosing the matched sample, it is necessary to find the closest matching respondent in the panel of opt-ins to each member of the target sample. YouGov employs the proximity matching method to find the closest matching respondent. For each variable used for matching, we define a distance function, $\mathrm{d}(\mathrm{x}, \mathrm{y})$, 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.

