

co/efficient

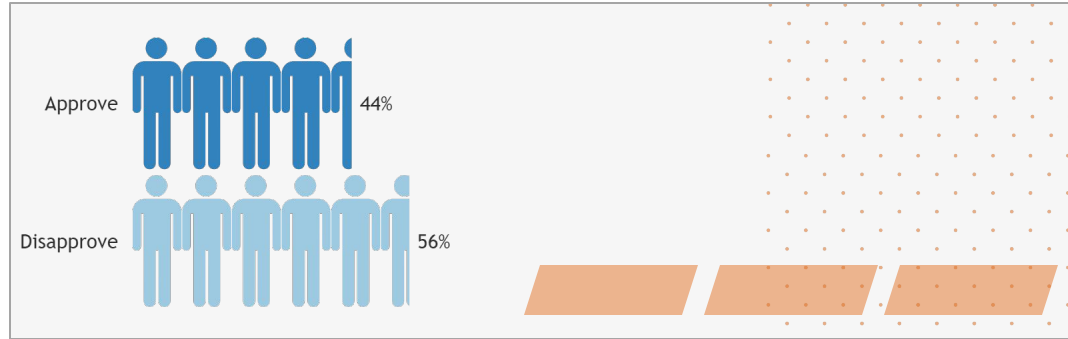


Virginia Clean Energy Statewide Study

Image, Ballot, and Message Testing
January 24th, 2024



Do you approve or disapprove of President Joe Biden's job performance?



Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	50%	38%
Disapprove	50%	62%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	28%	47%	46%	45%	49%
Disapprove	72%	53%	54%	55%	51%

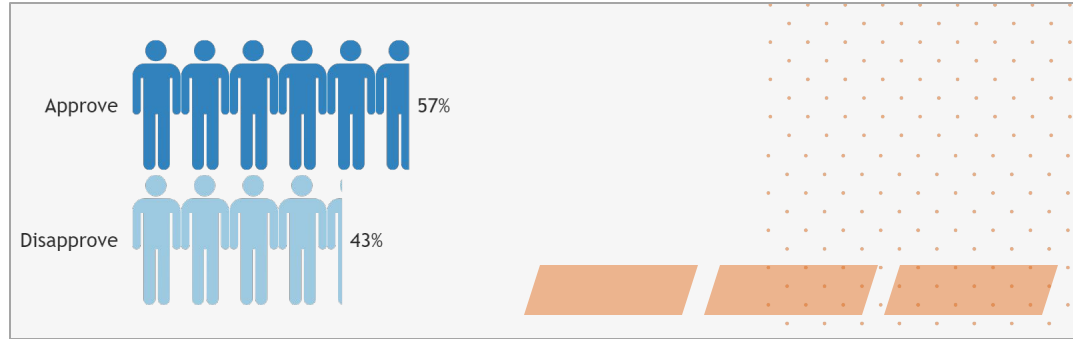
By Ideology

Column %	Moderate	Conserv.	Liberal
Approve	57%	7%	76%
Disapprove	43%	93%	24%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Approve	48%	38%	56%	51%	39%	22%	30%	79%	32%	49%	54%
Disapprove	52%	62%	44%	49%	61%	78%	70%	21%	68%	51%	46%

Do you approve or disapprove of Governor Glenn Youngkin's job performance?



Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	53%	61%
Disapprove	47%	39%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	49%	51%	58%	59%	61%
Disapprove	51%	49%	42%	41%	39%

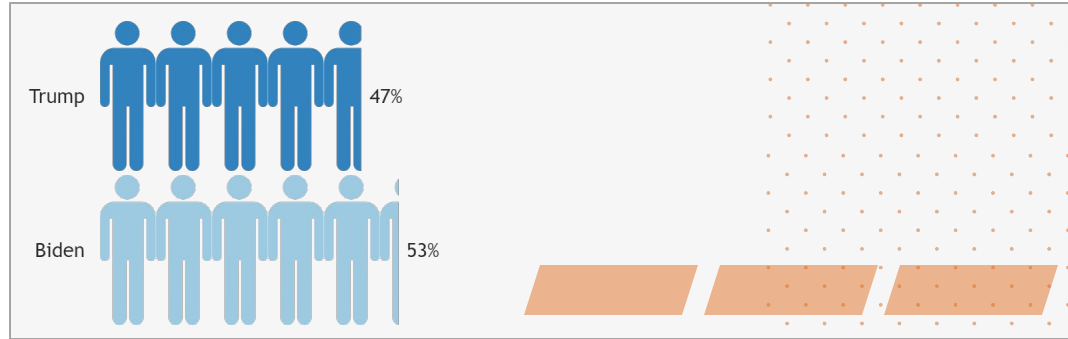
By Ideology

Column %	Moderate	Conserv.	Liberal
Approve	56%	83%	23%
Disapprove	44%	17%	77%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Approve	58%	59%	53%	58%	61%	66%	57%	41%	67%	37%	57%
Disapprove	42%	41%	47%	42%	39%	34%	43%	59%	33%	63%	43%

If the 2024 general election for President of the United States were held today, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
Trump	41%	53%
Biden	59%	47%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Trump	40%	39%	49%	50%	49%
Biden	60%	61%	51%	50%	51%

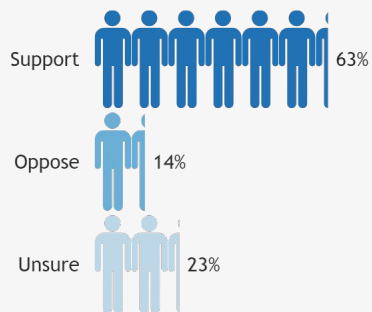
By Ideology

Column %	Moderate	Conserv.	Liberal
Trump	31%	91%	6%
Biden	69%	9%	94%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Trump	45%	52%	35%	39%	49%	75%	59%	13%	67%	20%	38%
Biden	55%	48%	65%	61%	51%	25%	41%	87%	33%	80%	62%

Do you support or oppose solar power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
Support	62%	64%
Oppose	12%	15%
Unsure	25%	20%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	80%	73%	60%	58%	57%
Oppose	6%	14%	13%	18%	15%
Unsure	14%	14%	27%	24%	28%

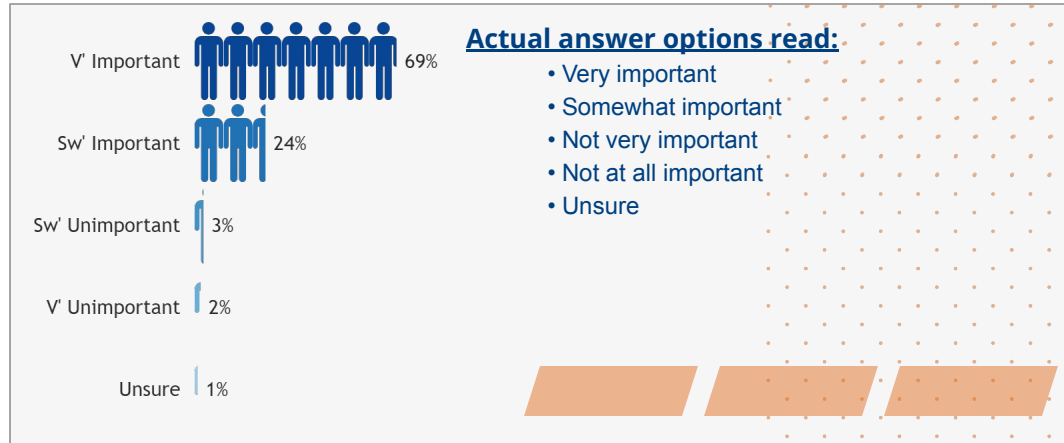
By Ideology

Column %	Moderate	Conserv.	Liberal
Support	71%	38%	87%
Oppose	10%	25%	4%
Unsure	19%	37%	9%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Support	61%	59%	62%	50%	58%	62%	56%	89%	47%	70%	85%
Oppose	12%	22%	15%	8%	17%	18%	20%	8%	11%	10%	5%
Unsure	26%	20%	23%	42%	24%	20%	23%	3%	41%	20%	10%

How important is it to you that the United States prioritize energy security and independence?



Critical Crosstabs:

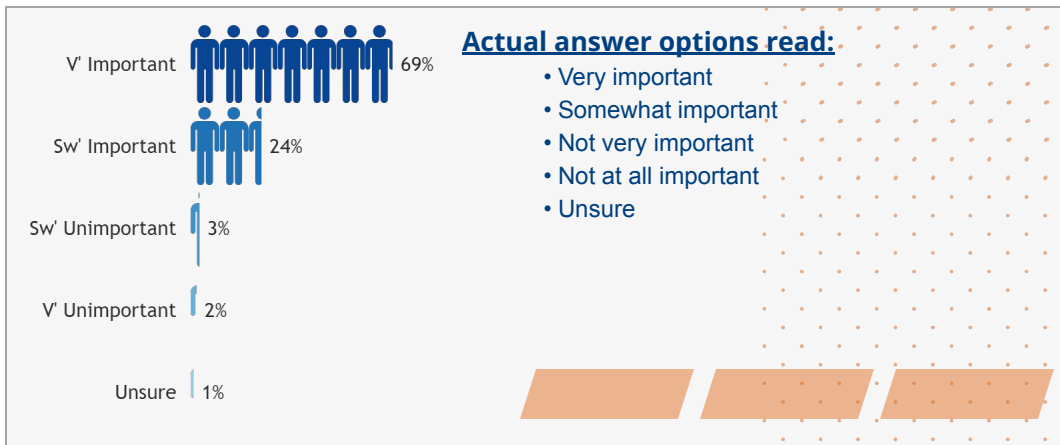
By Gender

Column %	Female	Male
V' Important	70%	69%
Sw' Important	25%	24%
Sw' Unimportant	3%	4%
V' Unimportant	2%	2%
Unsure	1%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
V' Important	61%	58%	75%	73%	73%
Sw' Important	34%	33%	17%	20%	23%
Sw' Unimportant	4%	7%	3%	2%	2%
V' Unimportant	1%	1%	5%	3%	1%
Unsure	0%	1%	0%	2%	2%

How important is it to you that the United States prioritize energy security and independence?



Critical Crosstabs:

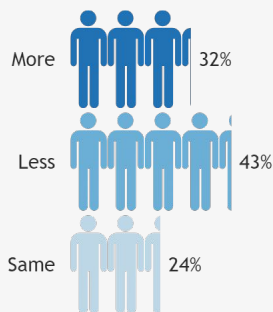
By Ideology

Column %	Moderate	Conserv.	Liberal
V' Important	61%	83%	65%
Sw' Important	36%	10%	26%
Sw' Unimportant	2%	2%	6%
V' Unimportant	1%	3%	3%
Unsure	1%	2%	1%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
V' Important	69%	68%	62%	66%	64%	85%	81%	56%	76%	64%	67%
Sw' Important	28%	24%	27%	30%	28%	12%	16%	41%	18%	22%	26%
Sw' Unimportant	3%	0%	1%	3%	3%	0%	1%	1%	4%	13%	6%
V' Unimportant	0%	7%	6%	0%	2%	2%	2%	2%	0%	2%	1%
Unsure	0%	1%	4%	2%	3%	1%	0%	0%	1%	0%	0%

Should Virginia put more, less, or about the same emphasis than it does now on producing energy from coal?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis

Critical Crosstabs:

By Gender

Column %	Female	Male
More	28%	37%
Less	48%	37%
Same	23%	25%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	8%	18%	40%	39%	41%
Less	60%	53%	38%	39%	38%
Same	32%	29%	22%	22%	21%

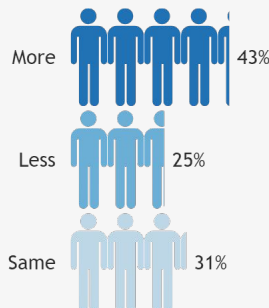
By Ideology

Column %	Moderate	Conserv.	Liberal
More	23%	60%	10%
Less	49%	10%	81%
Same	28%	31%	8%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	33%	26%	25%	28%	44%	38%	46%	8%	54%	18%	23%
Less	46%	42%	41%	51%	35%	20%	37%	71%	32%	68%	52%
Same	21%	32%	34%	21%	20%	41%	17%	21%	14%	15%	25%

Should Virginia place more, less, or about the same emphasis than it does now on producing energy from natural gas?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis

Critical Crosstabs:

By Gender

Column %	Female	Male
More	37%	50%
Less	31%	19%
Same	32%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	24%	27%	43%	44%	58%
Less	42%	32%	27%	22%	17%
Same	34%	40%	31%	34%	25%

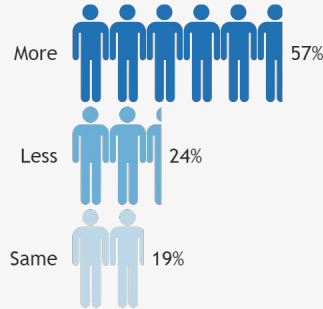
By Ideology

Column %	Moderate	Conserv.	Liberal
More	35%	66%	23%
Less	27%	4%	53%
Same	38%	30%	25%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	36%	47%	30%	59%	51%	54%	46%	35%	47%	29%	32%
Less	26%	22%	33%	21%	22%	14%	23%	40%	20%	38%	29%
Same	39%	31%	36%	20%	27%	32%	31%	24%	33%	33%	39%

Should Virginia place more, less, or about the same emphasis than it does now on producing energy from wind power?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis



Critical Crosstabs:

By Gender

Column %	Female	Male
More	61%	52%
Less	18%	31%
Same	21%	17%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	63%	55%	60%	55%	54%
Less	14%	20%	25%	26%	28%
Same	23%	25%	15%	19%	17%

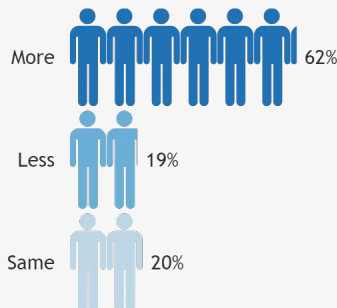
By Ideology

Column %	Moderate	Conserv.	Liberal
More	64%	27%	85%
Less	8%	53%	8%
Same	27%	20%	7%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	56%	57%	60%	55%	54%	40%	55%	75%	50%	71%	64%
Less	23%	32%	14%	22%	21%	43%	28%	7%	35%	11%	19%
Same	21%	11%	25%	23%	25%	18%	17%	19%	15%	18%	17%

Should Virginia place more, less, or about the same emphasis than it does now on producing energy from solar power?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis

Critical Crosstabs:

By Gender

Column %	Female	Male
More	66%	56%
Less	18%	20%
Same	16%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	66%	64%	65%	60%	59%
Less	10%	17%	17%	19%	23%
Same	24%	19%	18%	21%	19%

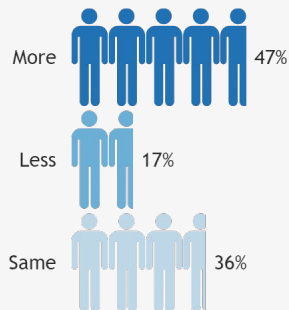
By Ideology

Column %	Moderate	Conserv.	Liberal
More	67%	34%	91%
Less	12%	35%	6%
Same	21%	31%	3%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	59%	59%	61%	52%	57%	50%	43%	85%	63%	76%	82%
Less	17%	32%	21%	28%	20%	19%	27%	5%	16%	13%	6%
Same	24%	9%	19%	20%	23%	31%	30%	10%	21%	11%	12%

Should Virginia place more, less, or about the same emphasis than it does now on producing energy from hydrogen power?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis



Critical Crosstabs:

By Gender

Column %	Female	Male
More	37%	59%
Less	21%	12%
Same	43%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	59%	55%	52%	47%	37%
Less	7%	15%	17%	17%	21%
Same	34%	30%	31%	36%	42%

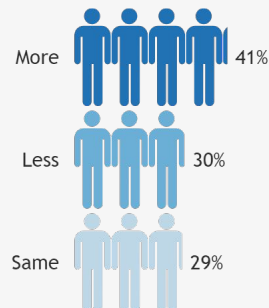
By Ideology

Column %	Moderate	Conserv.	Liberal
More	43%	48%	52%
Less	15%	20%	15%
Same	42%	32%	33%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	53%	59%	38%	50%	36%	40%	39%	61%	48%	48%	54%
Less	11%	14%	22%	8%	23%	24%	26%	13%	18%	8%	11%
Same	36%	26%	40%	42%	41%	36%	36%	26%	34%	44%	35%

Should Virginia place more, less, or about the same emphasis than it does now on producing energy from nuclear power?



Actual answer options read:

- More emphasis
- Less emphasis
- About the same emphasis



Critical Crosstabs:

By Gender

Column %	Female	Male
More	26%	59%
Less	37%	21%
Same	37%	20%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	58%	47%	41%	39%	33%
Less	20%	22%	37%	31%	33%
Same	22%	31%	23%	30%	34%

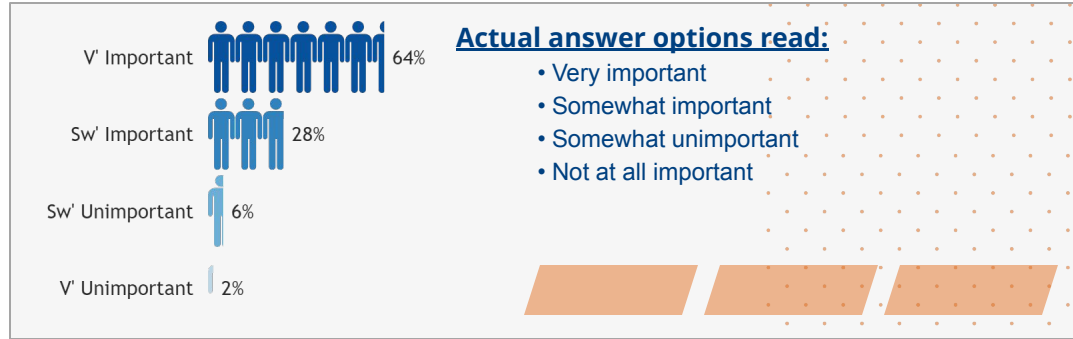
By Ideology

Column %	Moderate	Conserv.	Liberal
More	38%	55%	30%
Less	33%	20%	36%
Same	29%	26%	34%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	44%	39%	44%	45%	40%	38%	28%	39%	44%	39%	53%
Less	27%	18%	35%	14%	39%	34%	40%	31%	25%	28%	28%
Same	30%	43%	21%	41%	21%	27%	32%	29%	32%	33%	18%

How important is it that community concerns regarding energy projects be included prior to permitting?



Critical Crosstabs:

By Gender

Column %	Female	Male
V' Important	71%	57%
Sw' Important	24%	32%
Sw' Unimportant	4%	8%
V' Unimportant	1%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
V' Important	53%	60%	57%	72%	70%
Sw' Important	40%	25%	35%	23%	23%
Sw' Unimportant	5%	12%	2%	4%	6%
V' Unimportant	2%	2%	6%	0%	1%

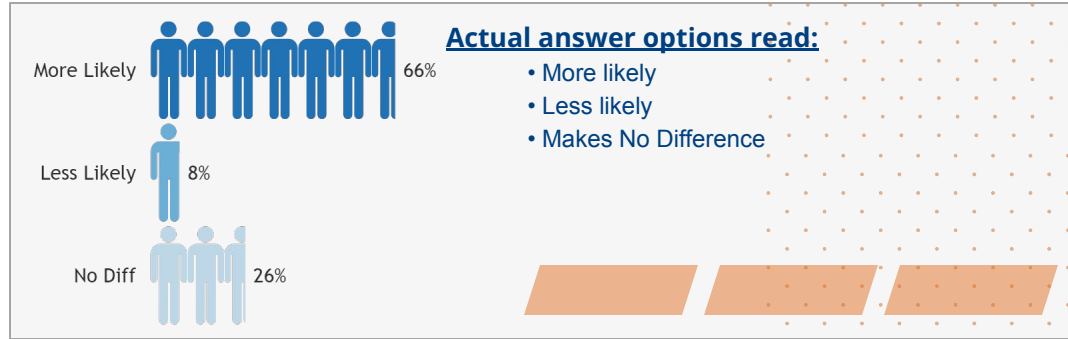
By Ideology

Column %	Moderate	Conserv.	Liberal
V' Important	64%	64%	63%
Sw' Important	28%	28%	29%
Sw' Unimportant	6%	5%	6%
V' Unimportant	1%	3%	3%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
V' Important	73%	65%	78%	74%	62%	60%	66%	56%	48%	60%	68%
Sw' Important	25%	32%	14%	15%	31%	30%	27%	36%	46%	26%	21%
Sw' Unimportant	1%	1%	9%	3%	4%	9%	7%	6%	4%	12%	9%
V' Unimportant	1%	2%	0%	8%	3%	1%	0%	2%	2%	2%	2%

Solar projects provide farmers with much-needed supplemental income to keep their farms alive. Does knowing this make you more or less likely to support solar projects?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	73%	59%
Less Likely	8%	8%
No Diff	19%	33%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	73%	69%	58%	65%	67%
Less Likely	4%	5%	5%	10%	11%
No Diff	23%	27%	37%	25%	22%

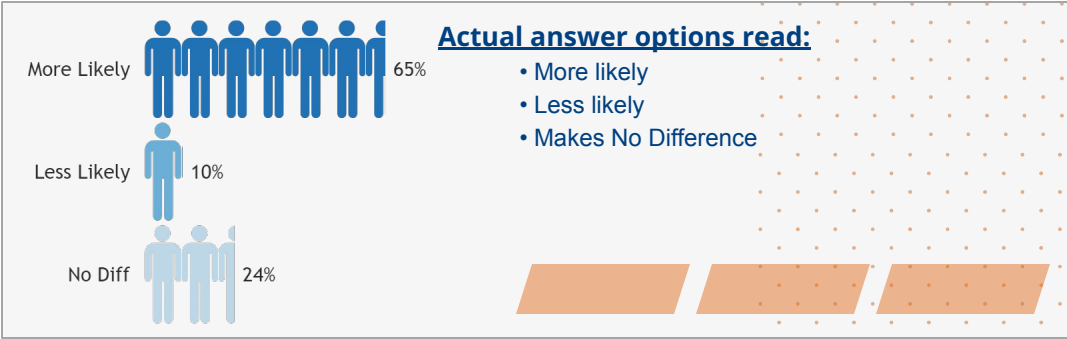
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	68%	50%	85%
Less Likely	6%	15%	2%
No Diff	26%	35%	13%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	64%	54%	70%	69%	66%	59%	58%	78%	67%	73%	76%
Less Likely	6%	8%	11%	12%	7%	10%	13%	3%	9%	3%	3%
No Diff	30%	38%	19%	19%	27%	31%	28%	19%	25%	24%	21%

Solar projects do not pollute the environment and generate the lowest-cost electricity for Virginia households and local businesses. Does knowing this make you more or less likely to support solar projects?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	70%	61%
Less Likely	11%	9%
No Diff	19%	30%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	62%	70%	59%	65%	68%
Less Likely	7%	7%	4%	14%	14%
No Diff	31%	23%	37%	21%	18%

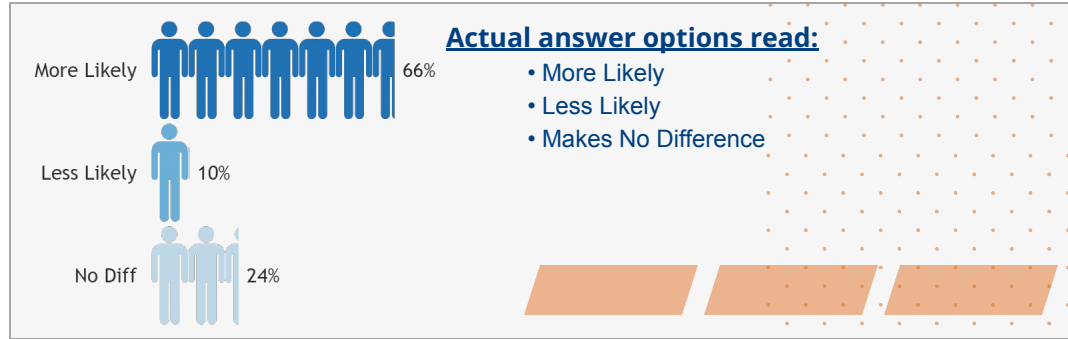
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	68%	43%	89%
Less Likely	9%	18%	2%
No Diff	22%	39%	9%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	62%	64%	78%	51%	63%	56%	56%	83%	60%	69%	80%
Less Likely	9%	21%	13%	13%	16%	11%	12%	0%	9%	5%	1%
No Diff	29%	15%	9%	36%	20%	33%	32%	17%	31%	26%	19%

Solar projects can generate millions of dollars in tax revenue for our local communities, helping to fund our schools and first responders. Does knowing this make you more or less likely to support solar projects?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	72%	59%
Less Likely	11%	10%
No Diff	17%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	61%	70%	63%	64%	69%
Less Likely	13%	8%	5%	15%	10%
No Diff	27%	22%	32%	20%	21%

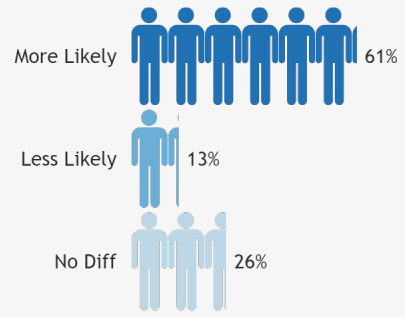
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	71%	45%	86%
Less Likely	10%	16%	3%
No Diff	19%	38%	12%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	69%	56%	75%	55%	69%	57%	56%	81%	71%	61%	77%
Less Likely	8%	16%	17%	22%	11%	10%	9%	1%	6%	8%	5%
No Diff	23%	28%	8%	23%	20%	33%	35%	19%	23%	32%	18%

Battery Energy Storage Systems (BESS) are rechargeable batteries that can store energy from different sources and discharge when needed. BESS ensures a balanced and stable electric grid and backup power. Does knowing this make you more or less likely to support solar energy?



Actual answer options read:

- More likely
- Less likely
- Makes No Difference



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	66%	56%
Less Likely	13%	13%
No Diff	21%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	66%	65%	54%	61%	61%
Less Likely	7%	10%	10%	15%	17%
No Diff	27%	25%	36%	24%	22%

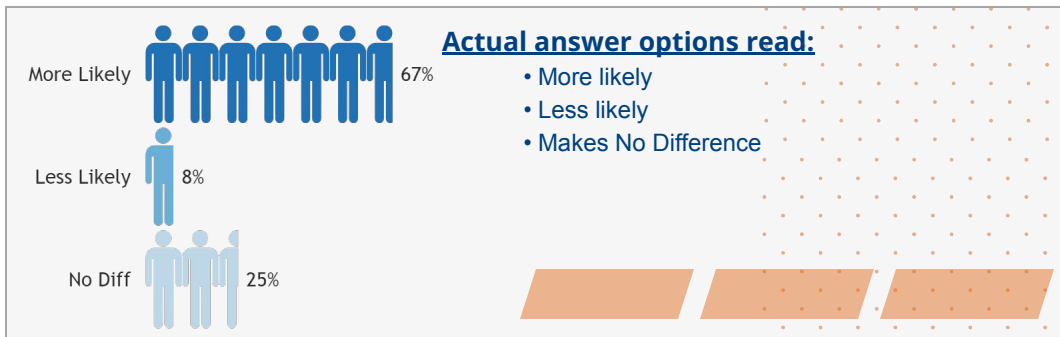
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	68%	38%	80%
Less Likely	9%	23%	6%
No Diff	23%	39%	14%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	59%	56%	65%	49%	63%	54%	51%	78%	57%	68%	75%
Less Likely	10%	22%	24%	10%	19%	15%	11%	1%	20%	6%	1%
No Diff	31%	22%	12%	41%	18%	31%	38%	21%	24%	26%	23%

Virginia is an energy-importing state, meaning it consumes more energy than it produces. Knowing this, are you more or less likely to support an all-of-the-above approach to increase energy production to meet energy demands and achieve energy independence?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	69%	65%
Less Likely	9%	6%
No Diff	22%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	69%	53%	68%	65%	73%
Less Likely	5%	7%	3%	15%	7%
No Diff	26%	40%	29%	20%	20%

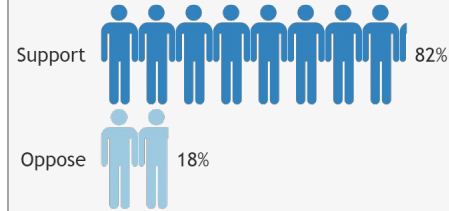
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	68%	69%	63%
Less Likely	7%	8%	9%
No Diff	26%	23%	29%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	71%	65%	49%	76%	69%	66%	75%	66%	77%	56%	65%
Less Likely	5%	12%	16%	4%	9%	11%	6%	4%	4%	11%	4%
No Diff	25%	23%	35%	20%	23%	23%	19%	30%	19%	33%	31%

Knowing what you know now, do you support or oppose solar power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
Support	83%	81%
Oppose	17%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	87%	79%	81%	77%	85%
Oppose	13%	21%	19%	23%	15%

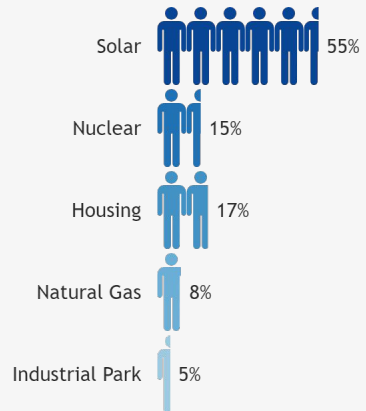
By Ideology

Column %	Moderate	Conserv.	Liberal
Support	87%	65%	96%
Oppose	13%	35%	4%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Support	78%	72%	85%	69%	76%	79%	89%	92%	84%	88%	92%
Oppose	22%	28%	15%	31%	24%	21%	11%	8%	16%	12%	8%

Which of the following would you prefer to see on 100 acres of land near your home?



Actual answer options read:

- A solar project
- A small modular nuclear reactor
- A housing development
- A natural gas power plant
- An industrial park

Critical Crosstabs:

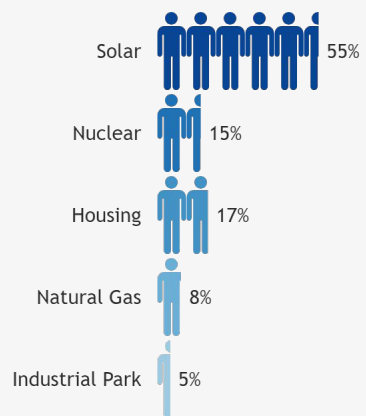
By Gender

Column %	Female	Male
Solar	63%	46%
Nuclear	8%	23%
Housing	17%	18%
Natural Gas	7%	9%
Industrial Park	5%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Solar	41%	58%	55%	59%	57%
Nuclear	19%	21%	16%	14%	11%
Housing	24%	14%	19%	18%	15%
Natural Gas	3%	5%	9%	6%	13%
Industrial Park	13%	2%	1%	4%	4%

Which of the following would you prefer to see on 100 acres of land near your home?



Actual answer options read:

- A solar project
- A small modular nuclear reactor
- A housing development
- A natural gas power plant
- An industrial park

Critical Crosstabs:

By Ideology

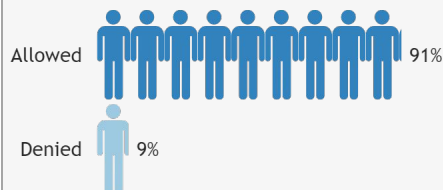
Column %	Moderate	Conserv.	Liberal
Solar	58%	38%	72%
Nuclear	13%	22%	8%
Housing	17%	20%	14%
Natural Gas	4%	16%	4%
Industrial Park	7%	3%	1%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Solar	62%	53%	48%	41%	47%	58%	59%	64%	59%	68%	52%
Nuclear	14%	13%	18%	15%	12%	17%	17%	12%	15%	9%	22%
Housing	13%	18%	24%	18%	29%	9%	10%	19%	8%	19%	21%
Natural Gas	9%	9%	6%	12%	9%	7%	11%	4%	14%	4%	4%
Industrial Park	2%	8%	4%	13%	3%	9%	3%	1%	5%	0%	1%

Which of the following statements do you agree with the most?

Changes Since 1/16/23:



- Landowners should be allowed to build solar projects on their land because they have the right to decide how to use their land, and clean energy benefits everyone - 2
- Landowners should be denied the ability to build solar projects because it may change the appearance of their land, and some politicians believe that private land should be used for a different purpose + 2

Critical Crosstabs:

By Gender

Column %	Female	Male
Allowed	90%	91%
Denied	10%	9%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Allowed	92%	91%	96%	87%	89%
Denied	8%	9%	4%	13%	11%

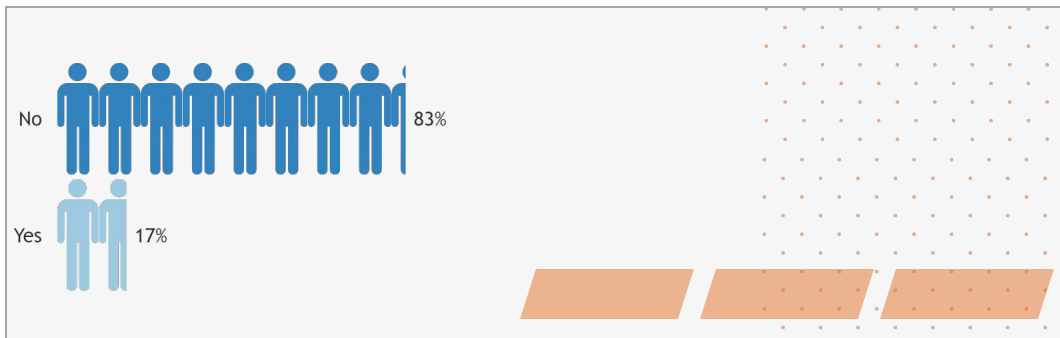
By Ideology

Column %	Moderate	Conserv.	Liberal
Allowed	90%	87%	95%
Denied	10%	13%	5%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Allowed	88%	95%	80%	86%	84%	95%	95%	93%	90%	97%	95%
Denied	12%	5%	20%	14%	16%	5%	5%	7%	10%	3%	5%

Some farmers and landowners wish to use their land for solar projects to produce clean energy. Should local governments be able to limit landowner property rights by placing bans on solar development?



Critical Crosstabs:

By Gender

Column %	Female	Male
No	84%	83%
Yes	16%	17%

By Age

Column %	18-34	35-44	45-54	55-64	65+
No	87%	90%	89%	83%	76%
Yes	13%	10%	11%	17%	24%

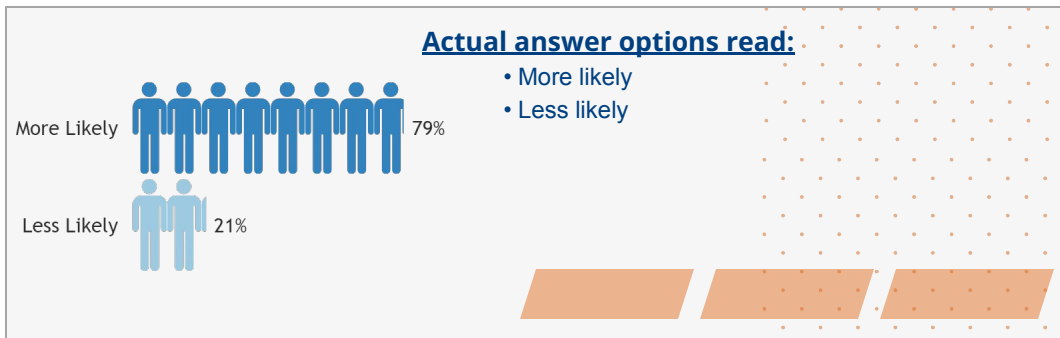
By Ideology

Column %	Moderate	Conserv.	Liberal
No	81%	85%	85%
Yes	19%	15%	15%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
No	75%	89%	81%	91%	75%	88%	87%	84%	85%	76%	89%
Yes	25%	11%	19%	9%	25%	12%	13%	16%	15%	24%	11%

Community solar projects are smaller-scale projects that are limited in their land use and provide tax credits to their community. If your local politician supported using community solar projects, would you be more or less likely to support them?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	78%	79%
Less Likely	22%	21%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	82%	86%	83%	76%	74%
Less Likely	18%	14%	17%	24%	26%

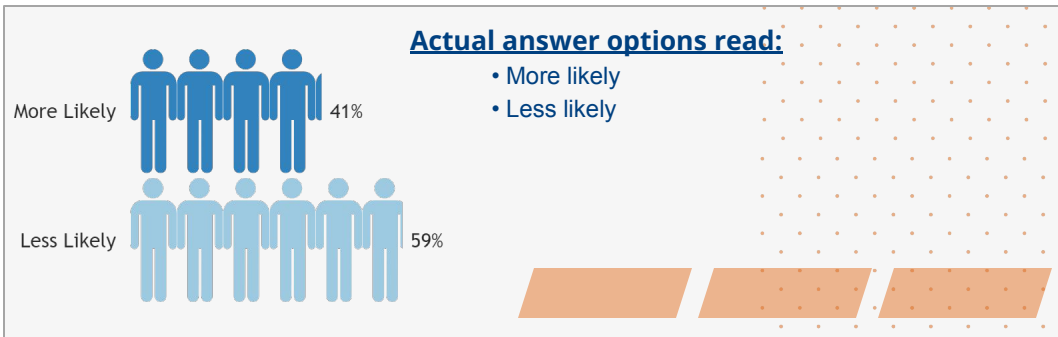
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	81%	65%	93%
Less Likely	19%	35%	7%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	73%	75%	74%	74%	75%	83%	80%	88%	73%	84%	88%
Less Likely	27%	25%	26%	26%	25%	17%	20%	12%	27%	16%	12%

Would you be more or less likely to support an elected official if they primarily encouraged the development of fossil fuel energy from coal and gas?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	33%	51%
Less Likely	67%	49%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	36%	33%	47%	45%	42%
Less Likely	64%	67%	53%	55%	58%

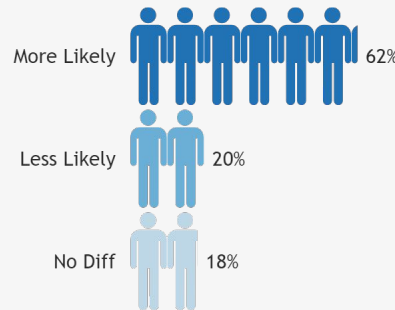
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	31%	74%	13%
Less Likely	69%	26%	87%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	41%	38%	31%	46%	43%	63%	50%	20%	57%	24%	29%
Less Likely	59%	62%	69%	54%	57%	37%	50%	80%	43%	76%	71%

Would you be more or less likely to support an elected official if they primarily encouraged the development of clean energy technologies like renewables and battery storage?



Actual answer options read:

- More likely
- Less likely
- Makes no difference



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	67%	56%
Less Likely	18%	23%
No Diff	15%	22%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	74%	63%	56%	63%	58%
Less Likely	6%	13%	21%	27%	24%
No Diff	20%	25%	23%	10%	18%

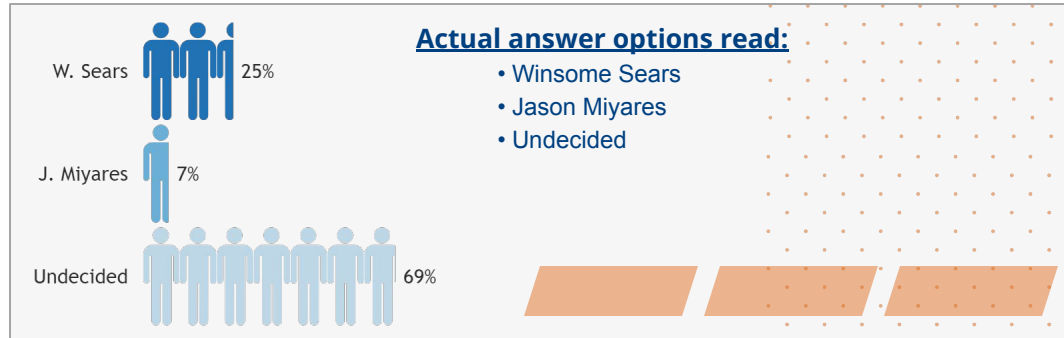
By Ideology

Column %	Moderate	Conserv.	Liberal
More Likely	71%	30%	90%
Less Likely	12%	42%	5%
No Diff	18%	28%	6%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	62%	55%	59%	66%	60%	47%	56%	84%	50%	73%	76%
Less Likely	17%	21%	23%	25%	22%	24%	27%	2%	26%	10%	19%
No Diff	22%	24%	18%	10%	18%	29%	16%	14%	25%	17%	6%

If the 2025 Republican primary election for Governor of Virginia were held today, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
W. Sears	19%	29%
J. Miyares	7%	7%
Undecided	74%	64%

By Age

Column %	18-34	35-44	45-54	55-64	65+
W. Sears	15%	31%	31%	21%	26%
J. Miyares	11%	7%	16%	4%	3%
Undecided	75%	62%	53%	75%	71%

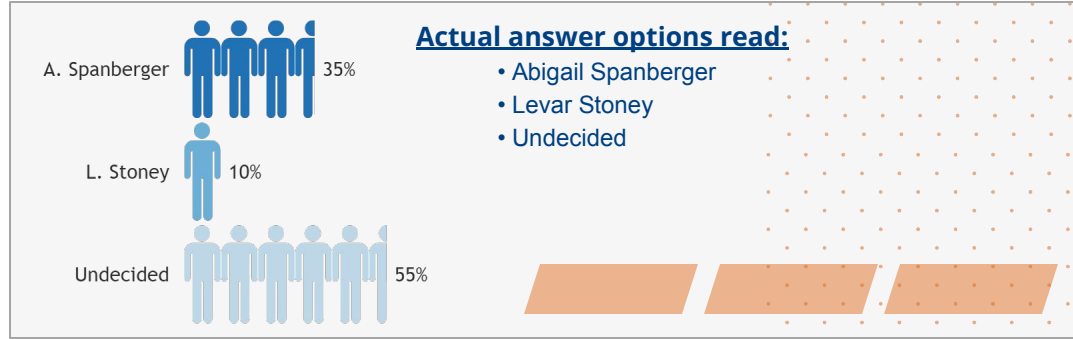
By Ideology

Column %	Moderate	Conserv.	Liberal
W. Sears	14%	33%	20%
J. Miyares	8%	6%	7%
Undecided	78%	60%	73%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
W. Sears	30%	25%	11%	29%	25%	26%	34%	14%	11%	37%	24%
J. Miyares	10%	2%	0%	3%	12%	14%	2%	8%	4%	8%	6%
Undecided	60%	72%	89%	69%	63%	60%	65%	78%	85%	56%	71%

If the 2025 Democratic primary election for Governor of Virginia were held today, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
A. Spanberger	37%	33%
L. Stoney	6%	15%
Undecided	57%	52%

By Age

Column %	18-34	35-44	45-54	55-64	65+
A. Spanberger	24%	38%	40%	34%	39%
L. Stoney	17%	7%	11%	6%	9%
Undecided	59%	54%	49%	60%	52%

By Ideology

Column %	Moderate	Conserv.	Liberal
A. Spanberger	35%	8%	43%
L. Stoney	9%	17%	10%
Undecided	56%	75%	47%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
A. Spanberger	59%	36%	21%	27%	44%	26%	55%	30%	9%	30%	42%
L. Stoney	8%	2%	0%	19%	16%	2%	17%	11%	1%	10%	16%
Undecided	33%	63%	79%	55%	40%	72%	28%	59%	90%	60%	42%

Methodology and Demographics

Fielded On: January 22-23, 2024

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Method: Mobile Text Response and Landline Interviews

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Population & Sample Description:

815 Likely Voters

-

MoE: +/- 3.43%

-

Weighting: Age, Gender, Education Level, Race, Party, and DMA

-

For information, contact:

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Age

	%
18-34	14%
35-44	14%
45-54	17%
55-64	21%
65+	34%

Gender

	%
Female	53%
Male	47%

Education

	%
HS	46%
College	31%
Grad+	23%

Race

	%
White	75%
Black	13%
Other	11%

Ideology

	%
Moderate	41%
Conserv.	34%
Liberal	25%

Congressional District

	%
1	10%
2	8%
3	9%
4	8%
5	13%
6	12%
7	9%
8	8%
9	9%
10	7%
11	9%

Last 4 Generals

	%
4	42%
3	22%
2	11%
1	10%
0	16%

Self-Reported Party

	%
Repub.	39%
Dem.	41%
Indep.	20%