Virginia Clean Energy Statewide Study

Image, Ballot, and Message Testing
January 17th, 2025

co/efficient

Q1:Youngkin Approval

	%
Approve	61%
Disapprove	39%

Q2:Initial Solar Power Support

	%
Support	61%
Oppose	14%
Unsure	24%

Q3:Trump Energy Plan Support

	%
Support	52%
Oppose	32%
Unsure	16%

Q4:Local Gov't or VA Assembly

	%
Local Gov't	49%
VA Assembly	28%
Unsure	22%

Q5:Energy Statement

	%
Balanced	67%
Environment	21%
Energy Supply	12%

Q6:Energy Security

	%
V' Important	62%
Sw' Important	26%
Not V' Important	7%
Not Important	2%
Unsure	3%

Q7:Coal Energy

	%
More	33%
Less	43%
Same	23%

Q8:Natural Gas Energy

	%
More	45%
Less	22%
Same	33%

Q9:Wind Energy

	%
More	49%
Less	32%
Same	19%

Q10:Solar Energy

	%
More	60%
Less	19%
Same	21%

Q11:Nuclear Energy

	%
More	51%
Less	19%
Same	30%

Q12:Support Solar Energy Dev.

	%
Support	60%
Oppose	17%
Unsure	23%

Q13:Farmers Income

	%
More Likely	50%
Less Likely	14%
No Diff	36%

Q14:Tax Revenue

	%
More Likely	61%
Less Likely	12%
No Diff	27%

Q15:BESS

	%
More Likely	62%
Less Likely	10%
No Diff	28%

Q16:Energy Importing State

	%
More Likely	65%
Less Likely	11%
No Diff	24%

Q17:Informed Solar Power Support

	%
Support	72%
Oppose	14%
Unsure	14%

Q18:Limit Property Rights

	%
Yes	20%
No	63%
Unsure	17%

Q19:Solar Farms Size Range

	%
Smaller Projects	35%
Larger Projects	22%
Unsure	43%

Q20:Energy Related Issues Impact

	%
Large Impact	35%
Medium Impact	41%
Small Impact	17%
No Impact	7%

Q21:Encouraging Fossil Fuel

	%
More Likely	34%
Less Likely	47%
No Diff	19%

Q22:Encouraging Clean Energy

	%
More Likely	55%
Less Likely	22%
No Diff	22%

Q23:Project Preference

	%
Solar Project	49%
Nuclear Reactor	18%
Housing	22%
Natural Gas	9%
Industrial Park	2%

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

Approve 61%
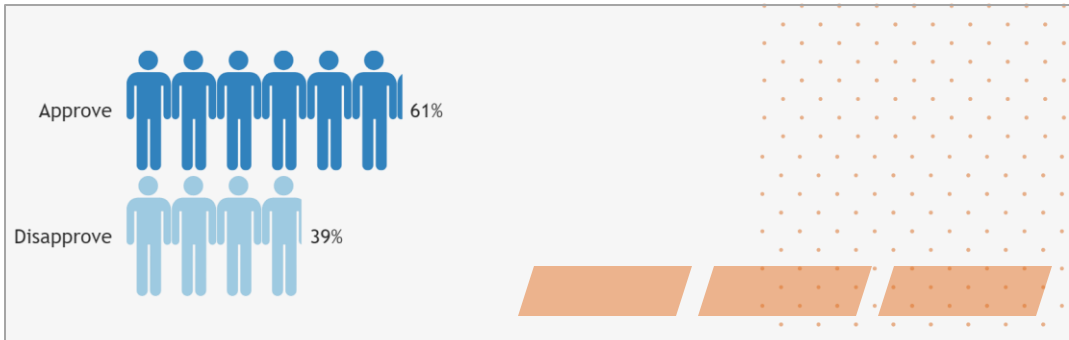
Disapprove 39%

Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	58%	64%
Disapprove	42%	36%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Approve	51%	89%	71%
Disapprove	49%	11%	29%

By Ideology

Column %	Conserv.	Moderate	Liberal
Approve	90%	54%	23%
Disapprove	10%	46%	77%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	61%	68%	66%	55%	59%
Disapprove	39%	32%	34%	45%	41%

By Education

Column %	HS	Some Coll.	College	Grad+
Approve	76%	72%	49%	40%
Disapprove	24%	28%	51%	60%

By Last 4 Generals

Column %	4	3	2	1	0
Approve	54%	60%	70%	79%	65%
Disapprove	46%	40%	30%	21%	35%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Approve	95%	19%	71%
Disapprove	5%	81%	29%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Approve	69%	66%	53%	51%	61%	75%	45%	62%	66%	74%	46%
Disapprove	31%	34%	47%	49%	39%	25%	55%	38%	34%	26%	54%

Initial Solar Power Support

Do you support or oppose solar power in Virginia?

Support 61%
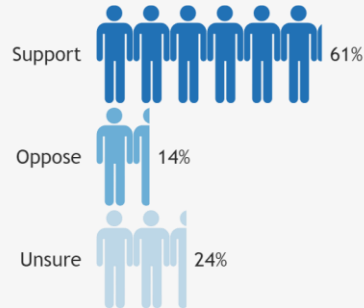
Oppose 14%

Unsure 24%

Critical Crosstabs:

By Gender

Column %	Female	Male
Support	61%	61%
Oppose	14%	15%
Unsure	25%	24%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Support	100%	0%	0%
Oppose	0%	100%	0%
Unsure	0%	0%	100%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	39%	66%	90%
Oppose	28%	9%	0%
Unsure	33%	25%	9%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	78%	72%	62%	53%	50%
Oppose	8%	10%	12%	17%	20%
Unsure	13%	17%	26%	31%	30%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	51%	54%	68%	77%
Oppose	19%	16%	12%	8%
Unsure	29%	30%	20%	15%

By Last 4 Generals

Column %	4	3	2	1	0
Support	59%	56%	59%	65%	74%
Oppose	15%	18%	14%	15%	6%
Unsure	26%	26%	27%	20%	20%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Support	37%	80%	68%
Oppose	27%	2%	14%
Unsure	35%	17%	19%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Support	47%	63%	54%	52%	49%	70%	72%	63%	60%	75%	71%
Oppose	29%	15%	10%	12%	25%	17%	8%	8%	9%	10%	12%
Unsure	25%	22%	36%	36%	27%	13%	20%	30%	31%	15%	17%

Trump Energy Plan Support

President Trump will pursue an "America First" energy plan, increasing U.S. energy generation while reducing reliance on foreign energy sources. Do you support or oppose President Trump's energy plan?

Support 52%
Oppose 32%
Unsure 16%
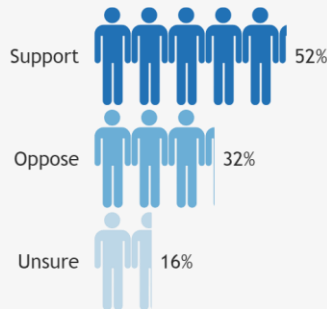
Critical Crosstabs:

By Gender

Column %	Female	Male
Support	50%	54%
Oppose	34%	31%
Unsure	16%	15%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Support	37%	89%	68%
Oppose	45%	10%	15%
Unsure	19%	1%	17%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	93%	36%	11%
Oppose	6%	38%	68%
Unsure	1%	26%	21%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	32%	56%	64%	52%	55%
Oppose	48%	28%	23%	31%	32%
Unsure	20%	16%	13%	17%	13%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	61%	66%	41%	34%
Oppose	23%	25%	37%	51%
Unsure	16%	9%	22%	14%

By Last 4 Generals

Column %	4	3	2	1	0
Support	48%	67%	68%	57%	35%
Oppose	36%	23%	17%	35%	35%
Unsure	16%	10%	15%	8%	30%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Support	97%	10%	47%
Oppose	1%	62%	35%
Unsure	2%	28%	18%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Support	66%	50%	46%	51%	62%	53%	50%	44%	59%	42%	43%
Oppose	30%	24%	35%	30%	28%	15%	43%	32%	31%	46%	44%
Unsure	4%	27%	19%	19%	10%	32%	7%	25%	10%	12%	13%

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Nearly one-third of Virginia counties do not allow for solar energy projects. Should the authority to permit solar projects be left to local governments or the Virginia General Assembly?

Local Gov't — 49%

VA Assembly — 28%

Unsure — 22%

Actual answer options read:
- Local governments
- Virginia General Assembly
- Unsure
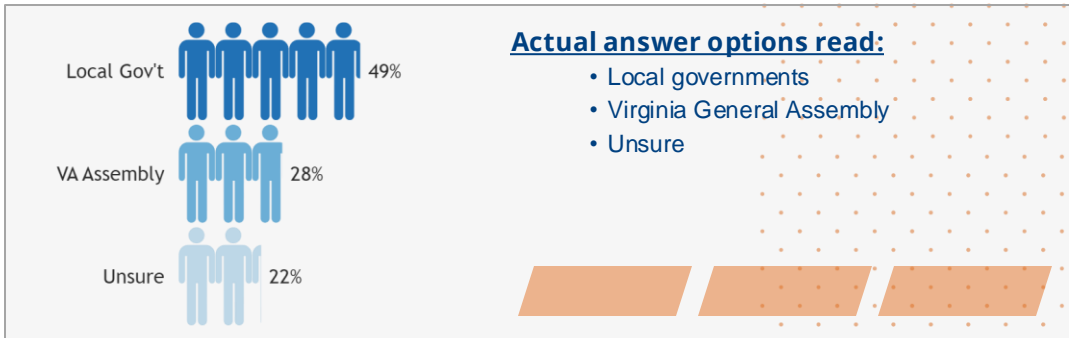
Critical Crosstabs:

By Gender

Column %	Female	Male
Local Gov't	50%	49%
VA Assembly	28%	29%
Unsure	23%	22%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Local Gov't	45%	63%	52%
VA Assembly	37%	24%	8%
Unsure	18%	13%	40%

By Ideology

Column %	Conserv.	Moderate	Liberal
Local Gov't	59%	45%	41%
VA Assembly	20%	28%	42%
Unsure	21%	27%	16%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Local Gov't	43%	56%	46%	55%	48%
VA Assembly	37%	38%	18%	23%	27%
Unsure	21%	6%	35%	22%	24%

By Education

Column %	HS	Some Coll.	College	Grad+
Local Gov't	43%	55%	54%	46%
VA Assembly	28%	23%	27%	36%
Unsure	29%	21%	19%	18%

By Last 4 Generals

Column %	4	3	2	1	0
Local Gov't	53%	52%	46%	38%	46%
VA Assembly	25%	27%	24%	28%	45%
Unsure	22%	21%	29%	34%	9%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Local Gov't	56%	40%	53%
VA Assembly	24%	36%	24%
Unsure	20%	24%	23%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Local Gov't	68%	40%	39%	65%	64%	35%	47%	32%	66%	30%	49%
VA Assembly	20%	36%	28%	19%	23%	48%	24%	33%	22%	25%	34%
Unsure	11%	24%	33%	16%	14%	17%	29%	35%	12%	45%	17%

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Which of the following statements is most aligned with your view?

Balanced 67%
Environment 21%
Energy Supply 12%
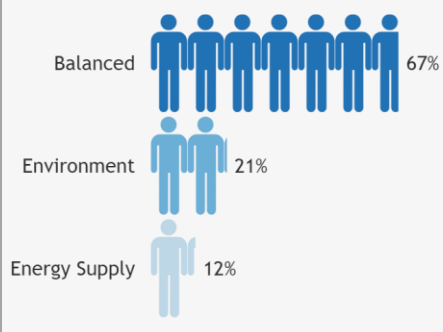
Actual answer options read:
- Protecting the environment and developing energy supply should be balanced and given equal priority
- Protecting the environment should be given priority over developing energy supply
- Developing energy supply should be given priority over protecting the environment

Critical Crosstabs:

By Gender

Column %	Female	Male
Balanced	64%	71%
Environment	24%	17%
Energy Supply	12%	12%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Balanced	66%	46%	82%
Environment	29%	8%	7%
Energy Supply	5%	46%	11%

By Ideology

Column %	Conserv.	Moderate	Liberal
Balanced	71%	79%	40%
Environment	6%	14%	57%
Energy Supply	24%	7%	3%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Balanced	57%	69%	76%	69%	67%
Environment	35%	18%	14%	21%	17%
Energy Supply	8%	13%	10%	10%	17%

By Education

Column %	HS	Some Coll.	College	Grad+
Balanced	62%	81%	65%	61%
Environment	13%	14%	26%	33%
Energy Supply	25%	5%	9%	5%

By Last 4 Generals

Column %	4	3	2	1	0
Balanced	66%	70%	73%	73%	59%
Environment	22%	18%	5%	12%	38%
Energy Supply	12%	13%	22%	15%	3%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Balanced	71%	56%	79%
Environment	5%	41%	14%
Energy Supply	24%	4%	7%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Balanced	60%	78%	86%	81%	58%	50%	62%	53%	71%	82%	62%
Environment	21%	13%	14%	14%	16%	32%	29%	38%	11%	9%	31%
Energy Supply	18%	9%	0%	4%	26%	18%	9%	9%	18%	9%	7%

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

V' Important — 62%
Sw' Important — 26%
Not V' Important — 7%
Not Important — 2%
Unsure — 3%
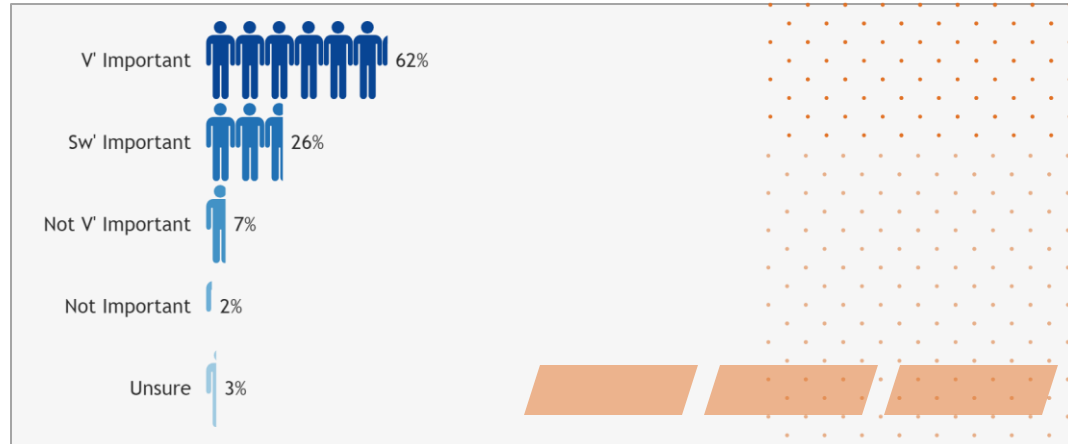
Critical Crosstabs:

By Gender

Column %	Female	Male
V' Important	58%	65%
Sw' Important	27%	25%
Not V' Important	8%	6%
Not Important	2%	2%
Unsure	5%	2%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
V' Important	51%	88%	73%
Sw' Important	34%	9%	17%
Not V' Important	9%	1%	5%
Not Important	3%	0%	0%
Unsure	3%	2%	6%

By Ideology

Column %	Conserv.	Moderate	Liberal
V' Important	87%	58%	26%
Sw' Important	9%	30%	49%
Not V' Important	2%	7%	14%
Not Important	0%	1%	7%
Unsure	3%	4%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
V' Important	51%	58%	68%	56%	70%
Sw' Important	39%	29%	15%	26%	23%
Not V' Important	6%	4%	11%	9%	4%
Not Important	3%	5%	1%	2%	0%
Unsure	0%	4%	4%	7%	3%

By Education

Column %	HS	Some Coll.	College	Grad+
V' Important	73%	71%	52%	44%
Sw' Important	18%	23%	31%	36%
Not V' Important	6%	1%	10%	12%
Not Important	0%	0%	3%	5%
Unsure	3%	4%	4%	2%

Energy Security (Continued)

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

V' Important	62%
Sw' Important	26%
Not V' Important	7%
Not Important	2%
Unsure	3%
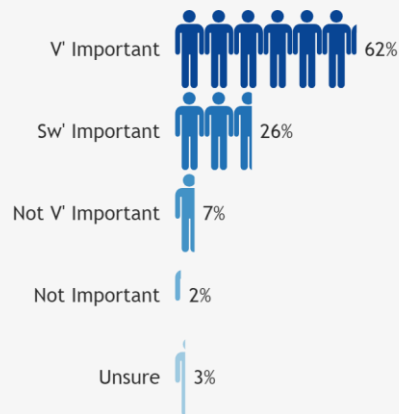
Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
V' Important	55%	72%	81%	77%	45%
Sw' Important	29%	11%	18%	20%	46%
Not V' Important	8%	10%	0%	2%	8%
Not Important	2%	4%	1%	0%	0%
Unsure	6%	2%	0%	1%	1%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
V' Important	88%	36%	61%
Sw' Important	10%	41%	28%
Not V' Important	0%	14%	6%
Not Important	0%	5%	1%
Unsure	2%	4%	5%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
V' Important	69%	60%	48%	70%	59%	54%	71%	47%	74%	77%	44%
Sw' Important	27%	33%	24%	17%	26%	42%	19%	34%	20%	15%	31%
Not V' Important	1%	0%	12%	7%	14%	3%	7%	17%	3%	3%	9%
Not Important	3%	1%	2%	2%	0%	1%	0%	0%	0%	1%	12%
Unsure	0%	6%	14%	3%	1%	0%	4%	2%	3%	4%	4%

**co/efficient**

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

More 33%
Less 43%
Same 23%
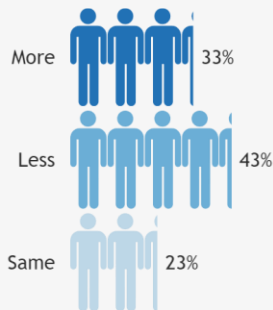
Actual answer options read:
- More emphasis
- Less emphasis
- About the same emphasis

Critical Crosstabs:

By Gender

Column %	Female	Male
More	36%	30%
Less	41%	46%
Same	24%	23%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More	21%	71%	41%
Less	61%	7%	22%
Same	19%	22%	36%

By Ideology

Column %	Conserv.	Moderate	Liberal
More	63%	19%	9%
Less	16%	51%	76%
Same	21%	30%	15%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	14%	40%	40%	29%	40%
Less	61%	33%	39%	47%	38%
Same	25%	27%	21%	24%	22%

By Education

Column %	HS	Some Coll.	College	Grad+
More	51%	39%	20%	14%
Less	24%	35%	57%	68%
Same	26%	25%	23%	18%

By Last 4 Generals

Column %	4	3	2	1	0
More	30%	46%	33%	40%	22%
Less	48%	33%	34%	42%	47%
Same	23%	21%	32%	18%	32%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More	64%	12%	20%
Less	16%	69%	46%
Same	21%	19%	34%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	47%	20%	23%	46%	29%	33%	31%	29%	59%	19%	24%
Less	38%	53%	53%	34%	34%	27%	50%	47%	20%	62%	63%
Same	15%	27%	24%	20%	37%	40%	18%	24%	21%	19%	13%

Natural Gas Energy

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

More	45%
Less	22%
Same	33%
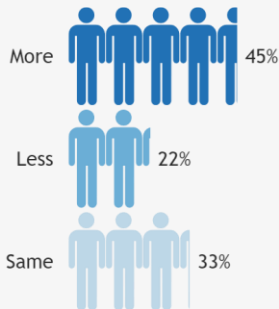
Critical Crosstabs:

By Gender

Column %	Female	Male
More	44%	47%
Less	23%	21%
Same	34%	32%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More	34%	75%	56%
Less	32%	5%	6%
Same	33%	20%	38%

By Ideology

Column %	Conserv.	Moderate	Liberal
More	77%	32%	17%
Less	4%	21%	55%
Same	20%	47%	28%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	23%	52%	55%	43%	52%
Less	44%	23%	18%	13%	17%
Same	33%	25%	26%	45%	32%

By Education

Column %	HS	Some Coll.	College	Grad+
More	53%	57%	41%	25%
Less	14%	11%	29%	40%
Same	33%	31%	31%	35%

By Last 4 Generals

Column %	4	3	2	1	0
More	44%	54%	48%	51%	32%
Less	20%	20%	19%	19%	37%
Same	36%	26%	33%	30%	31%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
More	77%	22%	35%
Less	6%	41%	18%
Same	18%	37%	47%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	55%	41%	40%	55%	44%	43%	41%	38%	59%	43%	38%
Less	29%	17%	18%	10%	27%	33%	20%	24%	11%	9%	43%
Same	17%	42%	42%	35%	30%	24%	39%	38%	30%	48%	18%

Wind Energy

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

More 49%
Less 32%
Same 19%
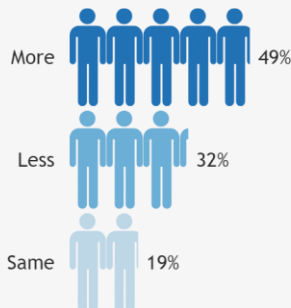
Critical Crosstabs:

By Gender

Column %	Female	Male
More	51%	47%
Less	28%	37%
Same	22%	15%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More	66%	12%	27%
Less	16%	73%	48%
Same	17%	15%	24%

By Ideology

Column %	Conserv.	Moderate	Liberal
More	22%	55%	85%
Less	62%	21%	2%
Same	16%	24%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	61%	48%	35%	50%	50%
Less	23%	27%	40%	37%	32%
Same	16%	25%	25%	13%	18%

By Education

Column %	HS	Some Coll.	College	Grad+
More	38%	41%	59%	64%
Less	36%	48%	25%	16%
Same	26%	11%	16%	20%

By Last 4 Generals

Column %	4	3	2	1	0
More	48%	50%	38%	49%	58%
Less	35%	31%	48%	34%	14%
Same	17%	20%	14%	17%	28%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
More	23%	76%	47%
Less	59%	5%	33%
Same	18%	19%	20%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	38%	48%	49%	69%	33%	41%	57%	47%	43%	63%	55%
Less	52%	33%	26%	20%	50%	17%	35%	33%	34%	29%	17%
Same	10%	18%	25%	11%	16%	42%	8%	20%	22%	7%	28%

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

More 60%
Less 19%
Same 21%
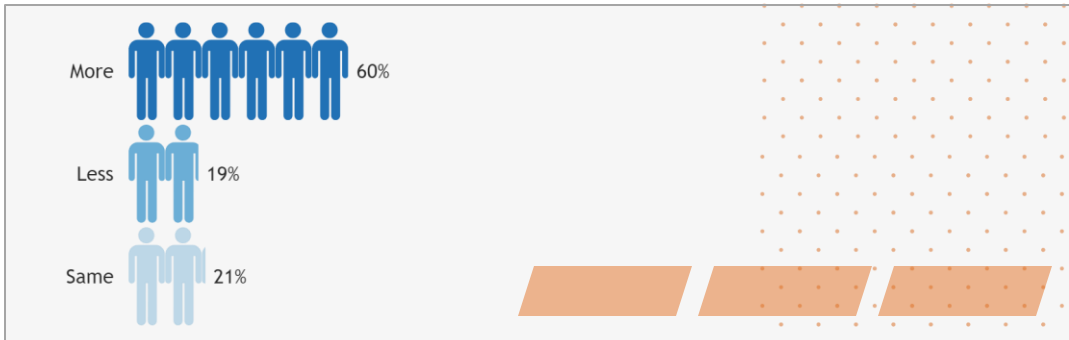
Critical Crosstabs:

By Gender

Column %	Female	Male
More	62%	58%
Less	17%	21%
Same	21%	21%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More	86%	5%	27%
Less	3%	80%	23%
Same	11%	15%	50%

By Ideology

Column %	Conserv.	Moderate	Liberal
More	35%	66%	92%
Less	34%	15%	2%
Same	31%	20%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	82%	60%	57%	54%	52%
Less	13%	15%	15%	22%	25%
Same	4%	25%	28%	24%	23%

By Education

Column %	HS	Some Coll.	College	Grad+
More	49%	57%	66%	73%
Less	27%	19%	18%	9%
Same	23%	25%	16%	19%

By Last 4 Generals

Column %	4	3	2	1	0
More	53%	62%	70%	54%	85%
Less	24%	17%	19%	17%	5%
Same	23%	21%	11%	29%	9%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
More	37%	79%	65%
Less	29%	9%	19%
Same	34%	12%	16%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	48%	64%	48%	63%	46%	71%	73%	54%	52%	75%	67%
Less	29%	19%	20%	18%	32%	17%	11%	7%	22%	17%	14%
Same	24%	17%	32%	19%	22%	12%	16%	39%	26%	9%	19%

co/efficient

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

More	51%
Less	19%
Same	30%
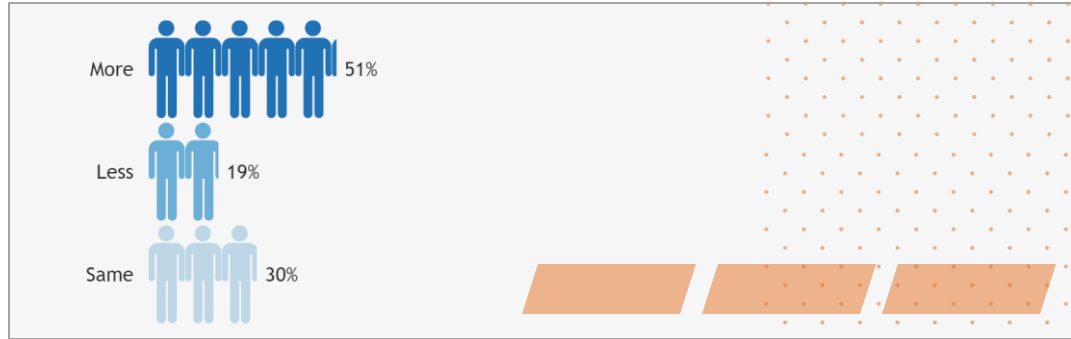
Critical Crosstabs:

By Gender

Column %	Female	Male
More	35%	69%
Less	25%	13%
Same	40%	18%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More	50%	71%	44%
Less	22%	8%	19%
Same	28%	21%	37%

By Ideology

Column %	Conserv.	Moderate	Liberal
More	58%	47%	48%
Less	16%	18%	28%
Same	26%	36%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More	73%	62%	45%	44%	41%
Less	8%	12%	20%	26%	24%
Same	19%	25%	34%	30%	35%

By Education

Column %	HS	Some Coll.	College	Grad+
More	58%	42%	52%	53%
Less	18%	24%	17%	18%
Same	24%	34%	32%	29%

By Last 4 Generals

Column %	4	3	2	1	0
More	45%	59%	41%	67%	52%
Less	25%	9%	9%	9%	28%
Same	30%	32%	50%	24%	20%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
More	60%	40%	55%
Less	13%	26%	18%
Same	27%	34%	27%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More	65%	38%	45%	53%	52%	65%	41%	34%	33%	60%	73%
Less	10%	20%	29%	14%	21%	9%	24%	18%	40%	21%	8%
Same	26%	42%	27%	33%	28%	26%	34%	48%	27%	18%	19%

co/efficient

Many experts agree that nuclear energy and small modular reactors will be crucial to providing us with clean and renewable power, but it may be at least a decade before new reactors are online and available for use. Knowing this, do you support solar energy developments to meet our current increasing energy demands?

Support 60%
Oppose 17%
Unsure 23%
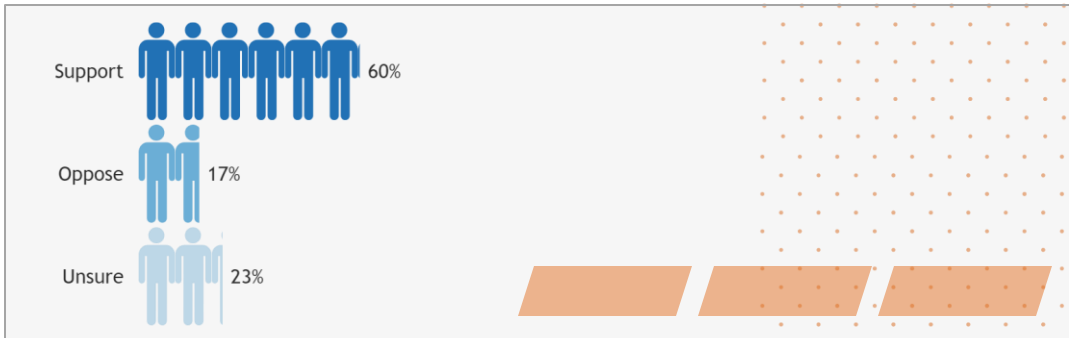
Critical Crosstabs:

By Gender

Column %	Female	Male
Support	59%	63%
Oppose	11%	22%
Unsure	30%	15%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Support	83%	10%	34%
Oppose	6%	69%	13%
Unsure	11%	21%	53%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	42%	63%	87%
Oppose	27%	12%	7%
Unsure	30%	25%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	80%	66%	60%	50%	54%
Oppose	10%	13%	15%	22%	20%
Unsure	11%	21%	25%	28%	27%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	54%	58%	66%	68%
Oppose	17%	20%	15%	14%
Unsure	30%	22%	19%	19%

By Last 4 Generals

Column %	4	3	2	1	0
Support	56%	66%	67%	50%	77%
Oppose	20%	17%	3%	17%	9%
Unsure	23%	17%	30%	33%	14%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Support	43%	78%	61%
Oppose	27%	4%	20%
Unsure	30%	18%	19%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Support	47%	57%	49%	57%	53%	70%	71%	58%	54%	76%	73%
Oppose	27%	20%	14%	11%	23%	7%	22%	7%	21%	13%	14%
Unsure	26%	23%	37%	32%	24%	23%	7%	35%	25%	11%	13%

co/efficient

Farmers receive additional income by allowing solar farms on their land. Does knowing this make you more or less likely to support solar projects?

More Likely 50%

Less Likely 14%
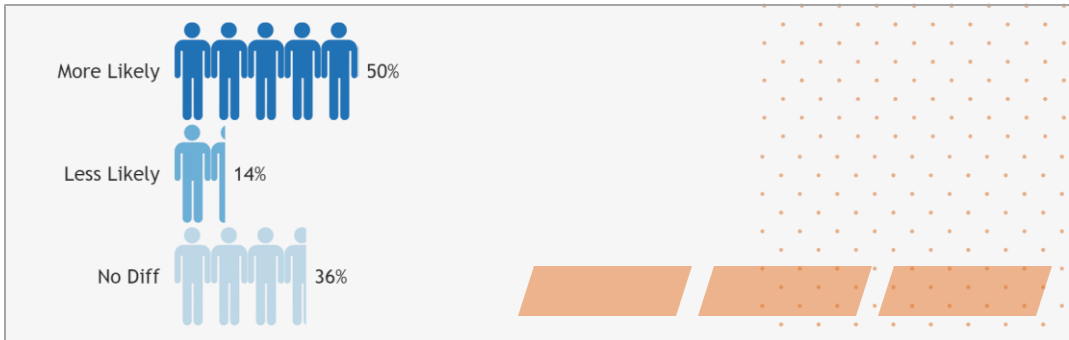
No Diff 36%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	57%	43%
Less Likely	11%	16%
No Diff	32%	41%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	68%	7%	30%
Less Likely	4%	47%	20%
No Diff	28%	46%	50%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	38%	47%	75%
Less Likely	25%	10%	2%
No Diff	37%	43%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	54%	49%	52%	46%	50%
Less Likely	7%	8%	10%	21%	18%
No Diff	39%	43%	38%	33%	32%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	46%	44%	57%	57%
Less Likely	21%	14%	9%	9%
No Diff	34%	42%	34%	35%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	51%	53%	46%	34%	63%
Less Likely	15%	13%	24%	11%	6%
No Diff	33%	33%	30%	55%	31%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	38%	66%	45%
Less Likely	22%	7%	12%
No Diff	40%	27%	43%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	50%	50%	42%	53%	47%	69%	59%	45%	49%	39%	48%
Less Likely	17%	11%	25%	4%	27%	5%	15%	9%	18%	11%	10%
No Diff	33%	39%	33%	43%	26%	26%	26%	46%	33%	50%	42%

co/efficient

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?

More Likely 61%

Less Likely 12%
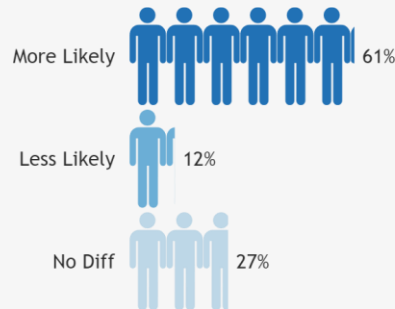
No Diff 27%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	65%	56%
Less Likely	13%	11%
No Diff	21%	33%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	78%	16%	45%
Less Likely	3%	39%	19%
No Diff	19%	44%	35%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	49%	59%	85%
Less Likely	23%	8%	1%
No Diff	28%	33%	14%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	72%	73%	57%	54%	56%
Less Likely	6%	10%	17%	15%	13%
No Diff	22%	17%	26%	31%	31%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	53%	59%	68%	68%
Less Likely	19%	15%	6%	5%
No Diff	28%	26%	26%	28%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	60%	55%	63%	48%	85%
Less Likely	15%	12%	12%	15%	1%
No Diff	25%	33%	25%	37%	14%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	50%	79%	50%
Less Likely	22%	7%	6%
No Diff	28%	13%	44%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	54%	65%	62%	74%	56%	77%	72%	62%	56%	43%	53%
Less Likely	16%	7%	23%	9%	16%	3%	8%	24%	16%	7%	8%
No Diff	30%	28%	15%	17%	28%	19%	19%	15%	28%	51%	39%

Battery Energy Storage Systems (BESS) can store excess energy and release it when needed, supporting grid stability. BESS can be used alongside multiple energy sources, including solar. Does knowing this make you more or less likely to support energy storage?

More Likely 62%

Less Likely 10%
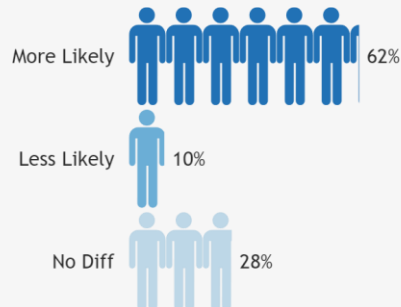
No Diff 28%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	62%	63%
Less Likely	10%	10%
No Diff	28%	28%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	76%	24%	51%
Less Likely	3%	40%	9%
No Diff	21%	37%	41%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	55%	64%	73%
Less Likely	15%	9%	2%
No Diff	30%	27%	26%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	65%	71%	65%	53%	61%
Less Likely	7%	10%	8%	8%	13%
No Diff	28%	19%	27%	39%	26%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	54%	65%	65%	69%
Less Likely	16%	8%	8%	5%
No Diff	30%	27%	27%	26%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	61%	60%	50%	75%	65%
Less Likely	13%	9%	11%	2%	4%
No Diff	26%	31%	39%	23%	31%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	56%	67%	65%
Less Likely	15%	6%	7%
No Diff	30%	26%	28%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	61%	53%	53%	69%	60%	65%	69%	76%	50%	80%	52%
Less Likely	12%	10%	9%	3%	22%	4%	5%	3%	24%	6%	5%
No Diff	27%	38%	38%	28%	18%	32%	26%	21%	25%	14%	43%

co/efficient

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?

More Likely — 65%
Less Likely — 11%
No Diff — 24%
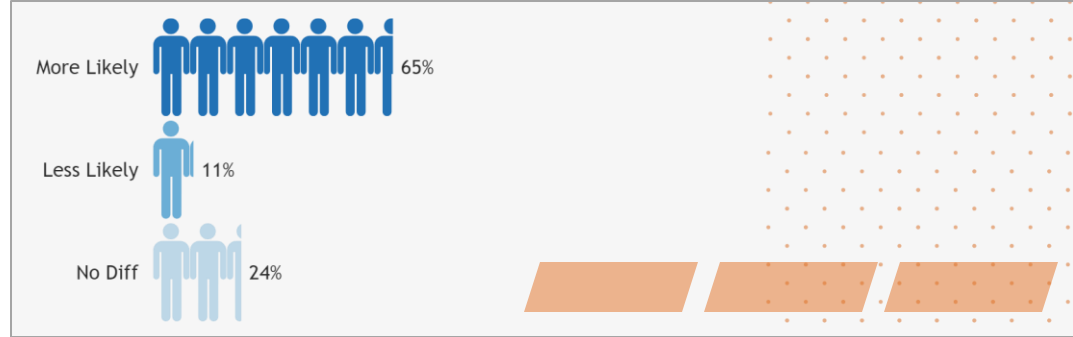
Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	66%	64%
Less Likely	10%	11%
No Diff	23%	24%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	70%	40%	67%
Less Likely	8%	27%	9%
No Diff	22%	33%	24%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	70%	64%	58%
Less Likely	9%	13%	9%
No Diff	20%	22%	33%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	68%	61%	66%	62%	67%
Less Likely	13%	7%	13%	11%	10%
No Diff	19%	32%	21%	26%	23%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	70%	68%	64%	56%
Less Likely	13%	7%	15%	8%
No Diff	17%	25%	22%	37%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	58%	69%	59%	73%	82%
Less Likely	13%	11%	17%	9%	1%
No Diff	29%	19%	24%	18%	17%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	68%	60%	67%
Less Likely	7%	13%	13%
No Diff	24%	27%	20%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	57%	51%	55%	72%	72%	85%	61%	70%	59%	70%	63%
Less Likely	19%	8%	20%	8%	12%	3%	16%	8%	12%	7%	9%
No Diff	25%	41%	25%	20%	16%	12%	23%	22%	30%	23%	28%

Informed Solar Power Support

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

Support 72%
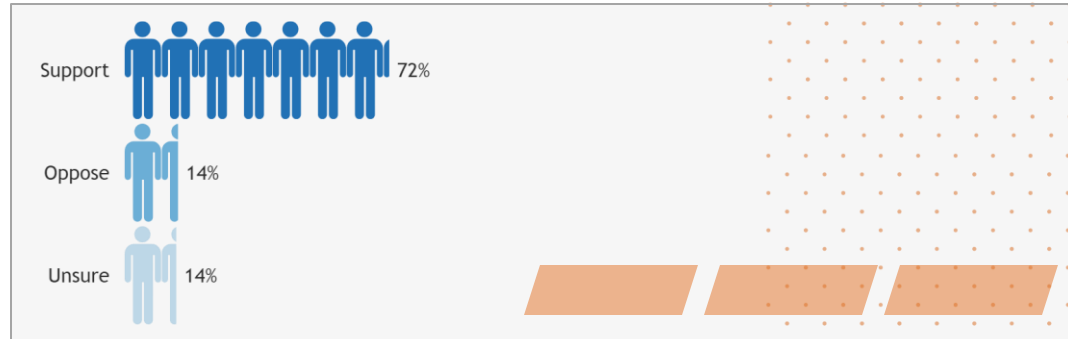
Oppose 14%

Unsure 14%

Critical Crosstabs:

By Gender

Column %	Female	Male
Support	74%	69%
Oppose	11%	18%
Unsure	15%	13%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Support	96%	13%	44%
Oppose	2%	77%	9%
Unsure	2%	10%	47%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	55%	74%	95%
Oppose	27%	11%	1%
Unsure	18%	15%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	83%	87%	74%	60%	63%
Oppose	10%	10%	12%	16%	20%
Unsure	7%	3%	13%	23%	18%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	64%	69%	76%	82%
Oppose	16%	18%	13%	9%
Unsure	20%	14%	11%	9%

By Last 4 Generals

Column %	4	3	2	1	0
Support	66%	68%	65%	83%	87%
Oppose	18%	15%	14%	11%	5%
Unsure	16%	17%	21%	6%	8%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Support	55%	87%	72%
Oppose	26%	3%	15%
Unsure	19%	10%	12%

By Congressional District

| Column %	1	2	3	4	5	6	7	8	9	10	11
Support	60%	69%	61%	60%	57%	85%	78%	89%	71%	78%	81%
Oppose	26%	15%	12%	7%	26%	6%	14%	8%	10%	15%	16%
Unsure	14%	16%	27%	33%	18%	8%	8%	3%	19%	7%	2%

Limit Property Rights

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?

Yes 20%

No 63%
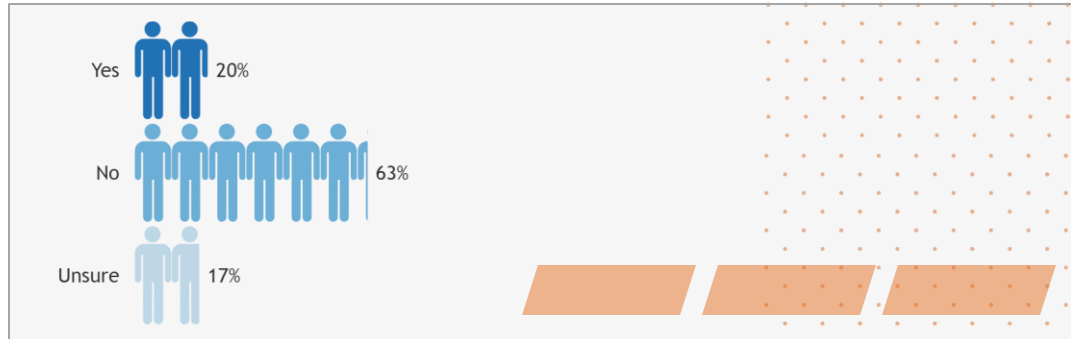
Unsure 17%

Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	20%	19%
No	59%	66%
Unsure	20%	14%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Yes	15%	37%	21%
No	74%	42%	47%
Unsure	11%	20%	32%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	29%	16%	11%
No	54%	63%	77%
Unsure	17%	21%	12%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	4%	40%	24%	16%	19%
No	85%	52%	60%	59%	59%
Unsure	11%	8%	16%	24%	22%

By Education

Column %	HS	Some Coll.	College	Grad+
Yes	32%	15%	14%	14%
No	53%	66%	69%	66%
Unsure	15%	19%	17%	20%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	19%	28%	10%	30%	8%
No	59%	60%	59%	63%	85%
Unsure	23%	13%	31%	8%	7%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Yes	32%	13%	13%
No	53%	70%	67%
Unsure	15%	18%	20%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Yes	24%	14%	17%	25%	27%	14%	12%	33%	28%	7%	18%
No	61%	58%	52%	45%	57%	78%	81%	60%	61%	80%	55%
Unsure	15%	28%	31%	30%	16%	8%	7%	8%	11%	13%	28%

Solar Farms Size Range

Solar farms range in size from hundreds of acres to just a dozen acres. Would you rather see a greater number of smaller projects or a smaller number of larger projects to power our homes and businesses?

Smaller Projects 35%

Larger Projects 22%
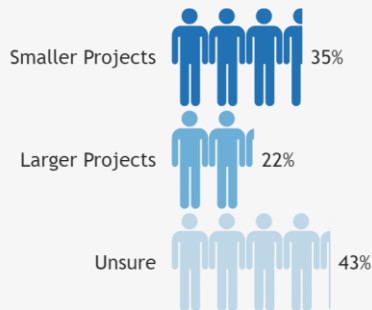
Unsure 43%

Actual answer options read:
- A greater number of smaller projects
- A smaller number of larger projects
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Smaller Projects	36%	34%
Larger Projects	21%	24%
Unsure	43%	42%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Smaller Projects	43%	14%	28%
Larger Projects	20%	36%	19%
Unsure	37%	49%	53%

By Ideology

Column %	Conserv.	Moderate	Liberal
Smaller Projects	35%	33%	39%
Larger Projects	28%	18%	21%
Unsure	37%	49%	40%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Smaller Projects	42%	47%	32%	32%	29%
Larger Projects	30%	17%	15%	15%	29%
Unsure	28%	36%	53%	53%	42%

By Education

Column %	HS	Some Coll.	College	Grad+
Smaller Projects	31%	42%	31%	38%
Larger Projects	33%	19%	19%	14%
Unsure	37%	39%	50%	48%

By Last 4 Generals

Column %	4	3	2	1	0
Smaller Projects	29%	37%	36%	55%	36%
Larger Projects	24%	20%	20%	16%	24%
Unsure	47%	43%	44%	29%	40%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Smaller Projects	37%	35%	34%
Larger Projects	27%	22%	16%
Unsure	37%	44%	50%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Smaller Projects	26%	35%	27%	39%	27%	20%	62%	37%	43%	46%	26%
Larger Projects	28%	21%	20%	17%	36%	39%	9%	17%	20%	15%	19%
Unsure	46%	43%	53%	44%	36%	41%	29%	47%	37%	39%	55%

co/efficient

When thinking about the issues that impact how you vote, how much of an impact do energy-related issues, such as the cost of energy or U.S. energy independence, have in determining your vote?

|	
Large Impact	35%
Medium Impact	41%
Small Impact	17%
No Impact	7%
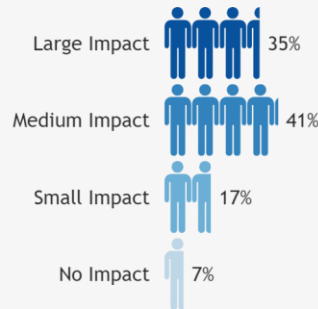
Actual answer options read:
- A large impact
- A medium impact
- A small impact
- No impact at all

Critical Crosstabs:

By Gender

Column %	Female	Male
Large Impact	35%	34%
Medium Impact	42%	40%
Small Impact	16%	18%
No Impact	7%	8%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Large Impact	29%	50%	39%
Medium Impact	46%	33%	34%
Small Impact	19%	11%	14%
No Impact	5%	6%	13%

By Ideology

Column %	Conserv.	Moderate	Liberal
Large Impact	55%	24%	19%
Medium Impact	32%	42%	56%
Small Impact	9%	23%	20%
No Impact	5%	11%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Large Impact	20%	39%	48%	27%	38%
Medium Impact	53%	43%	25%	47%	39%
Small Impact	19%	13%	14%	19%	18%
No Impact	8%	5%	13%	7%	4%

By Education

Column %	HS	Some Coll.	College	Grad+
Large Impact	37%	40%	31%	28%
Medium Impact	41%	38%	40%	48%
Small Impact	18%	14%	17%	19%
No Impact	4%	8%	12%	5%

By Last 4 Generals

Column %	4	3	2	1	0
Large Impact	31%	50%	42%	37%	20%
Medium Impact	43%	31%	27%	38%	59%
Small Impact	18%	9%	31%	21%	12%
No Impact	7%	11%	0%	4%	9%

By Self-Reported Party

Column %	Republican	Democrat	Ind/ Other
Large Impact	53%	22%	27%
Medium Impact	33%	51%	39%
Small Impact	10%	17%	27%
No Impact	4%	10%	7%

By Congressional District

| Column %	1	2	3	4	5	6	7	8	9	10	11
Large Impact	39%	29%	28%	40%	32%	39%	37%	33%	37%	18%	48%
Medium Impact	45%	47%	44%	32%	45%	52%	45%	49%	45%	29%	22%
Small Impact	10%	16%	9%	16%	18%	5%	18%	18%	14%	48%	14%
No Impact	6%	8%	19%	12%	4%	5%	0%	1%	4%	5%	15%

Encouraging Fossil Fuel

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?

More Likely — 34%

Less Likely — 47%
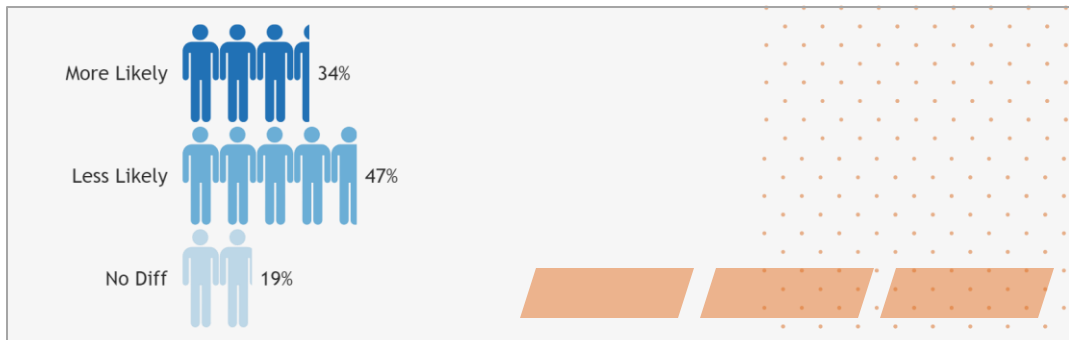
No Diff — 19%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	33%	36%
Less Likely	48%	46%
No Diff	19%	19%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	21%	71%	46%
Less Likely	65%	15%	20%
No Diff	14%	14%	33%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	63%	20%	11%
Less Likely	16%	55%	85%
No Diff	21%	25%	5%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	13%	32%	47%	32%	42%
Less Likely	77%	55%	27%	43%	40%
No Diff	10%	13%	26%	25%	19%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	52%	37%	23%	16%
Less Likely	36%	38%	55%	66%
No Diff	12%	25%	22%	19%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	37%	51%	21%	33%	10%
Less Likely	44%	26%	64%	50%	73%
No Diff	19%	23%	14%	16%	17%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	64%	12%	24%
Less Likely	17%	72%	55%
No Diff	20%	17%	21%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	49%	23%	29%	42%	34%	34%	30%	29%	43%	29%	28%
Less Likely	33%	55%	41%	36%	43%	52%	48%	60%	45%	54%	53%
No Diff	18%	22%	29%	22%	22%	14%	23%	11%	12%	17%	19%

Encouraging Clean Energy

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?

More Likely 55%

Less Likely 22%
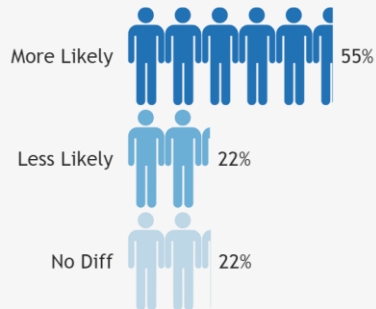
No Diff 22%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	60%	51%
Less Likely	20%	25%
No Diff	20%	25%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
More Likely	76%	5%	34%
Less Likely	8%	74%	26%
No Diff	16%	22%	40%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	35%	54%	93%
Less Likely	37%	18%	4%
No Diff	28%	28%	3%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	69%	62%	51%	53%	48%
Less Likely	10%	23%	19%	26%	28%
No Diff	21%	15%	29%	20%	24%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	38%	58%	61%	73%
Less Likely	32%	22%	17%	15%
No Diff	31%	20%	22%	13%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	55%	52%	52%	43%	79%
Less Likely	25%	25%	28%	20%	5%
No Diff	20%	23%	20%	37%	15%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	34%	79%	52%
Less Likely	37%	7%	23%
No Diff	29%	14%	26%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
More Likely	52%	58%	50%	58%	50%	67%	56%	82%	34%	43%	62%
Less Likely	29%	24%	21%	15%	27%	14%	21%	8%	44%	18%	19%
No Diff	19%	18%	29%	28%	23%	18%	22%	10%	22%	39%	20%

Project Preference

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

Solar Project 49%

Nuclear Reactor 18%

Housing 22%

Natural Gas 9%
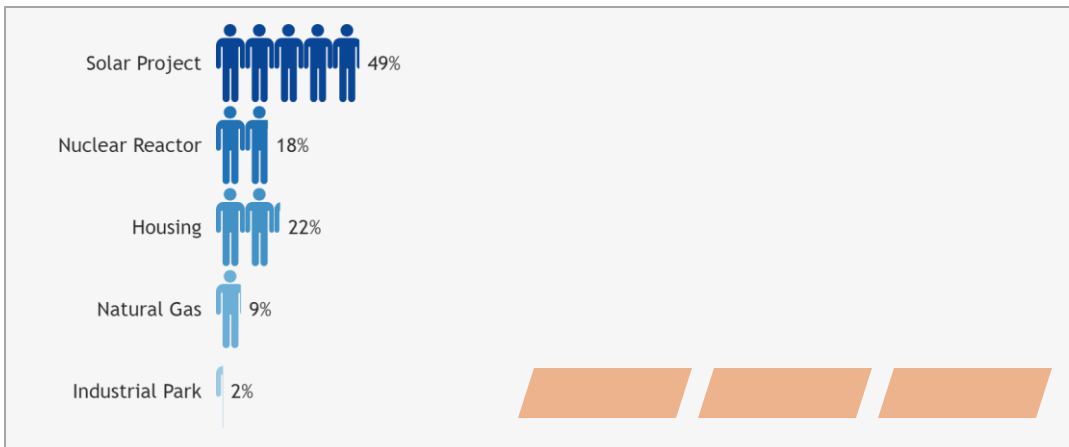
Industrial Park 2%

Critical Crosstabs:

By Gender

Column %	Female	Male
Solar Project	56%	42%
Nuclear Reactor	9%	28%
Housing	26%	18%
Natural Gas	9%	9%
Industrial Park	1%	4%

By Initial Solar Power Support

Column %	Support	Oppose	Unsure
Solar Project	63%	14%	34%
Nuclear Reactor	13%	41%	18%
Housing	18%	24%	31%
Natural Gas	5%	20%	11%
Industrial Park	1%	1%	6%

By Ideology

Column %	Conserv.	Moderate	Liberal
Solar Project	38%	48%	71%
Nuclear Reactor	23%	21%	4%
Housing	24%	21%	20%
Natural Gas	13%	8%	3%
Industrial Park	2%	3%	2%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Solar Project	57%	50%	45%	43%	51%
Nuclear Reactor	24%	12%	17%	19%	18%
Housing	18%	25%	23%	22%	22%
Natural Gas	1%	13%	11%	13%	7%
Industrial Park	1%	1%	4%	3%	3%

By Education

Column %	HS	Some Coll.	College	Grad+
Solar Project	43%	49%	54%	54%
Nuclear Reactor	20%	18%	14%	18%
Housing	20%	26%	21%	22%
Natural Gas	15%	7%	6%	4%
Industrial Park	2%	1%	5%	2%

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

Solar Project	49%
Nuclear Reactor	18%
Housing	22%
Natural Gas	9%
Industrial Park	2%
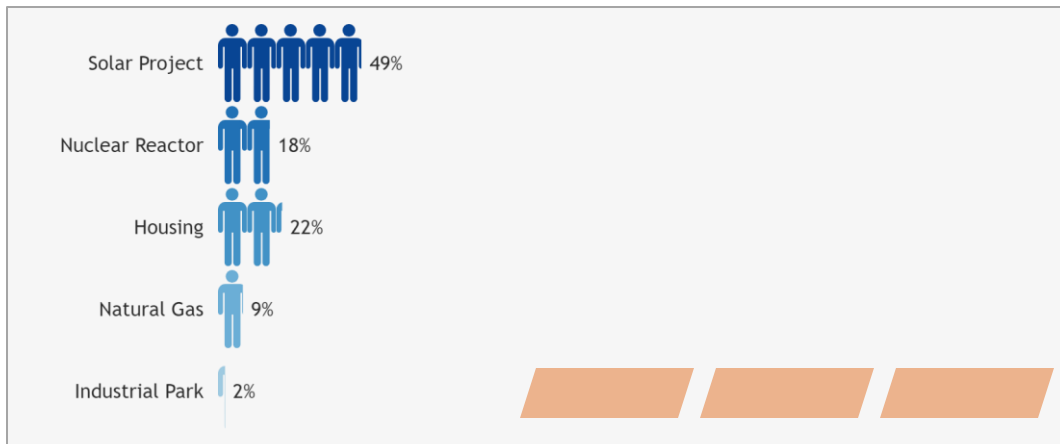
Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Solar Project	49%	44%	63%	35%	65%
Nuclear Reactor	18%	18%	9%	32%	7%
Housing	19%	23%	24%	25%	26%
Natural Gas	11%	10%	3%	7%	2%
Industrial Park	3%	5%	1%	1%	0%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Solar Project	35%	68%	42%
Nuclear Reactor	25%	4%	27%
Housing	25%	19%	22%
Natural Gas	11%	6%	8%
Industrial Park	3%	3%	2%

By Congressional District

Column %	1	2	3	4	5	6	7	8	9	10	11
Solar Project	51%	55%	51%	39%	54%	66%	64%	37%	41%	37%	43%
Nuclear Reactor	19%	13%	11%	18%	16%	10%	21%	7%	14%	46%	20%
Housing	23%	20%	22%	40%	21%	12%	10%	48%	19%	14%	17%
Natural Gas	6%	9%	15%	3%	7%	11%	2%	8%	22%	2%	12%
Industrial Park	1%	3%	1%	0%	3%	1%	4%	0%	5%	0%	9%

Methodology and Demographics

Fielded On: January 15-17, 2025

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Method: Mobile Text Responses and Landline Interviews

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Population & Sample Description:
896 Likely Voters

-

MoE: +/- 3.27%

-

Weighting: Age, Gender, Education Level, Race, Self-Reported Party, Congressional District, and DMA

-

For information, contact:
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President
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ryan@coefficient.org

Age

	%
18-34	18%
35-44	16%
45-54	17%
55-64	20%
65+	30%

Gender

	%
Female	53%
Male	47%

Initial Solar Power Support

	%
Support	61%
Oppose	14%
Unsure	24%

Education

	%
HS	31%
Some Coll.	25%
College	24%
Grad+	20%

Ideology

	%
Conserv.	38%
Moderate	40%
Liberal	22%

Congressional District

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

Last 4 Generals

	%
4	49%
3	16%
2	7%
1	15%
0	13%

Self-Reported Party

	%
Republican	37%
Democrat	37%
Ind/Other	26%

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