



Founders Insight Campaign Messaging Poll

Image, Ballot, and Message Testing
October 30th, 2023

Top Lines

Most Important Candidate Factor

%	
Endorsement	31.9%
Digital media	12.7%
Candidate site	12.1%
Television ad	4.6%
Word of mouth	4.5%
Meeting Cand.	2.8%
Mail	2.2%
Call or Text	1.1%
Other	28.0%

Trans Sports Believability

%	
Believable	46%
Exaggerated	37%
Unsure	17%

Children Transitioning Believability

%	
Believable	50%
Exaggerated	31%
Unsure	20%

Crimes Against Kids

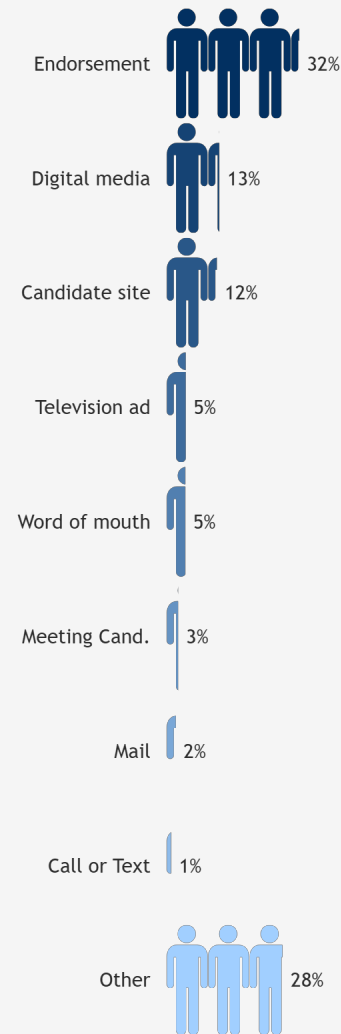
%	
Yes	55%
No	20%
Unsure	25%

Most Important Candidate Factor

When deciding which candidate to vote for in the upcoming election, what method do you rely on the most when selecting who you plan to vote for?

Actual answer options read:

- Political party or organization endorsement
- Digital media
- Candidate's website
- Television ad
- Word of mouth
- Personally meeting the candidate
- Mail
- A phone call or text message on behalf of the candidate
- Other



Most Important Candidate Factor (Continued)

Critical Crosstabs:

By Gender

Column %	Female	Male
Endorsement	27%	37%
Digital media	13%	12%
Candidate site	16%	8%
Television ad	6%	4%
Word of mouth	5%	4%
Meeting Cand.	1%	4%
Mail	3%	1%
Call or Text	1%	1%
Other	28%	29%

By Education Level

Column %	HS	College	Grad+
Endorsement	29%	34%	34%
Digital media	14%	11%	12%
Candidate site	9%	15%	14%
Television ad	6%	4%	2%
Word of mouth	6%	3%	3%
Meeting Cand.	2%	3%	5%
Mail	3%	2%	2%
Call or Text	1%	1%	1%
Other	29%	26%	28%

By Ideology

Column %	Conserv.	Liberal	Moderate
Endorsement	36%	35%	26%
Digital media	8%	21%	13%
Candidate site	14%	12%	10%
Television ad	4%	4%	6%
Word of mouth	4%	2%	6%
Meeting Cand.	3%	2%	4%
Mail	0%	2%	4%
Call or Text	1%	1%	0%
Other	30%	22%	30%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Endorsement	15%	32%	35%	35%	36%
Digital media	22%	12%	17%	10%	9%
Candidate site	30%	10%	12%	8%	8%
Television ad	2%	5%	3%	4%	7%
Word of mouth	4%	11%	3%	4%	3%
Meeting Cand.	0%	2%	4%	5%	3%
Mail	0%	2%	1%	1%	5%
Call or Text	0%	0%	0%	0%	3%
Other	28%	26%	25%	34%	27%

By Race

Column %	White	Black	Other
Endorsement	34%	31%	22%
Digital media	12%	19%	10%
Candidate site	12%	6%	17%
Television ad	4%	12%	3%
Word of mouth	4%	0%	10%
Meeting Cand.	3%	0%	3%
Mail	2%	4%	0%
Call or Text	0%	4%	1%
Other	28%	24%	33%

Most Important Candidate Factor (Continued)

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Endorsement	38%	28%	25%	19%	30%
Digital media	10%	13%	27%	9%	15%
Candidate site	12%	10%	10%	11%	19%
Television ad	6%	5%	2%	0%	4%
Word of mouth	2%	3%	0%	15%	11%
Meeting Cand.	3%	3%	2%	1%	2%
Mail	3%	1%	4%	2%	1%
Call or Text	1%	1%	0%	1%	0%
Other	25%	35%	29%	42%	18%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Endorsement	40%	36%	14%	5%
Digital media	7%	16%	19%	9%
Candidate site	12%	10%	14%	23%
Television ad	4%	7%	3%	0%
Word of mouth	5%	3%	5%	6%
Meeting Cand.	4%	1%	4%	2%
Mail	2%	3%	2%	0%
Call or Text	1%	2%	0%	0%
Other	26%	22%	38%	54%

By DMA

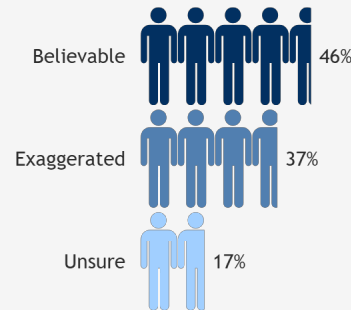
Column %	DC	Norfolk	Richmond	Roanoke	Other
Endorsement	32%	34%	31%	36%	24%
Digital media	12%	14%	13%	11%	14%
Candidate site	12%	16%	14%	6%	11%
Television ad	1%	4%	10%	6%	6%
Word of mouth	6%	1%	3%	5%	8%
Meeting Cand.	3%	3%	3%	4%	2%
Mail	2%	3%	3%	2%	1%
Call or Text	1%	0%	3%	2%	0%
Other	31%	24%	21%	29%	35%

By Generic Ballot

Column %	Democrat	Repub.
Endorsement	31%	34%
Digital media	16%	9%
Candidate site	12%	12%
Television ad	6%	3%
Word of mouth	3%	6%
Meeting Cand.	2%	4%
Mail	3%	1%
Call or Text	1%	1%
Other	25%	30%

Trans Sports Believability

Candidate A makes a statement that Candidate B supports allowing biological boys to compete against girls in sports and wants women to share locker rooms with biological men. In your opinion, is this statement believable or exaggerated?



Critical Crosstabs:

By Gender

Column %	Female	Male
Believable	42%	50%
Exaggerated	41%	32%
Unsure	17%	17%

By Education Level

Column %	HS	College	Grad+
Believable	46%	48%	42%
Exaggerated	36%	36%	40%
Unsure	18%	15%	18%

By Ideology

Column %	Conserv.	Liberal	Moderate
Believable	74%	18%	33%
Exaggerated	13%	68%	43%
Unsure	13%	15%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Believable	47%	50%	45%	48%	43%
Exaggerated	47%	37%	37%	30%	36%
Unsure	6%	12%	18%	22%	21%

By Race

Column %	White	Black	Other
Believable	48%	34%	44%
Exaggerated	33%	53%	40%
Unsure	18%	13%	16%

By Last 4 Generals

Column %	4	3	2	1	0
Believable	45%	44%	65%	41%	43%
Exaggerated	36%	36%	25%	40%	48%
Unsure	19%	20%	10%	19%	9%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Believable	74%	18%	46%	31%
Exaggerated	12%	64%	35%	43%
Unsure	15%	18%	20%	26%

By DMA

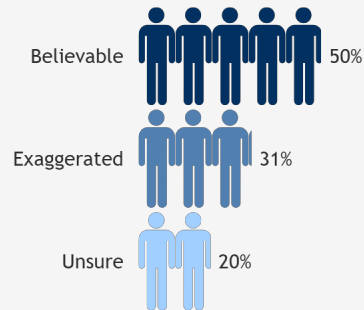
Column %	DC	Norfolk	Richmond	Roanoke	Other
Believable	43%	43%	49%	56%	44%
Exaggerated	42%	43%	36%	19%	31%
Unsure	15%	14%	15%	25%	25%

By Generic Ballot

Column %	Democrat	Repub.
Believable	21%	71%
Exaggerated	60%	13%
Unsure	19%	16%

Children Transitioning Believability

Candidate A makes a statement that Candidate B voted to hide information from parents that their children were transitioning or questioning their gender. In your opinion, is this believable or exaggerated?



Critical Crosstabs:

By Gender

Column %	Female	Male
Believable	48%	52%
Exaggerated	33%	28%
Unsure	19%	20%

By Education Level

Column %	HS	College	Grad+
Believable	52%	51%	43%
Exaggerated	26%	32%	39%
Unsure	22%	18%	18%

By Ideology

Column %	Conserv.	Liberal	Moderate
Believable	71%	30%	39%
Exaggerated	14%	49%	37%
Unsure	15%	21%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Believable	69%	52%	49%	47%	43%
Exaggerated	19%	34%	31%	31%	34%
Unsure	12%	15%	20%	22%	23%

By Race

Column %	White	Black	Other
Believable	52%	44%	43%
Exaggerated	28%	40%	37%
Unsure	20%	16%	20%

By Last 4 Generals

Column %	4	3	2	1	0
Believable	45%	52%	64%	54%	50%
Exaggerated	32%	28%	25%	29%	35%
Unsure	23%	20%	11%	17%	15%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Believable	73%	29%	48%	26%
Exaggerated	13%	52%	28%	23%
Unsure	14%	20%	24%	51%

By DMA

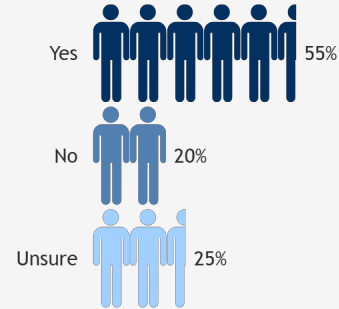
Column %	DC	Norfolk	Richmond	Roanoke	Other
Believable	44%	49%	59%	54%	47%
Exaggerated	37%	31%	26%	17%	33%
Unsure	19%	20%	16%	29%	19%

By Generic Ballot

Column %	Democrat	Repub.
Believable	28%	72%
Exaggerated	49%	11%
Unsure	23%	16%

Crimes Against Kids

Candidate A makes a statement that Candidate B voted to let crimes against children in schools - including sexual battery, drug dealing, and even stalking - go unreported to the police. If this were the only message you received about Candidate B, would it be enough to cause you not to vote for them?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	55%	55%
No	19%	21%
Unsure	26%	24%

By Education Level

Column %	HS	College	Grad+
Yes	61%	51%	48%
No	15%	22%	28%
Unsure	24%	27%	24%

By Ideology

Column %	Conserv.	Liberal	Moderate
Yes	71%	39%	47%
No	12%	26%	23%
Unsure	16%	34%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	72%	53%	46%	51%	55%
No	11%	18%	22%	20%	23%
Unsure	17%	29%	32%	29%	22%

By Race

Column %	White	Black	Other
Yes	57%	55%	44%
No	18%	19%	34%
Unsure	25%	26%	23%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	53%	52%	75%	58%	52%
No	21%	21%	15%	11%	25%
Unsure	27%	27%	10%	31%	23%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Yes	75%	40%	46%	41%
No	12%	27%	21%	23%
Unsure	13%	33%	33%	36%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	49%	58%	57%	60%	61%
No	25%	19%	19%	11%	16%
Unsure	26%	23%	24%	29%	24%

By Generic Ballot

Column %	Democrat	Repub.
Yes	39%	72%
No	27%	12%
Unsure	34%	16%



Methodology and Demographics

Fielded On: October 14-17

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Method: Mobile Text Response and Landline Interviews

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Population & Sample Description:
969 Likely General Election Voters

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MoE: +/- 3.15%

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

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For information, contact:

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Age

%	
18-34	14%
35-44	14%
45-54	16%
55-64	20%
65+	35%

Gender

%	
Female	53%
Male	47%

Education Level

%	
HS	46%
College	31%
Grad+	23%

Race

%	
White	75%
Black	13%
Other	11%

Ideology

%	
Conserv.	40%
Liberal	25%
Moderate	35%

Self-Reported Party

%	
Repub.	40%
Democrat	37%
Ind.	18%
Other	5%

Last 4 Generals

%	
4	48%
3	22%
2	9%
1	8%
0	13%

DMA

%	
DC	39%
Norfolk	20%
Richmond	19%
Roanoke	13%
Other	10%