



**Founders
Insight**

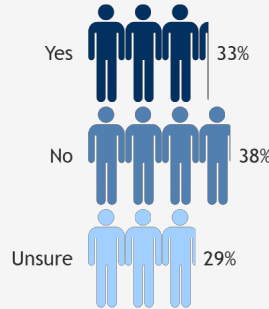
PUBLIC POLICY RESEARCH

Founders Insight Gaming Statewide Poll

Image, Ballot, and Message Testing
October 4th, 2023

6th Casino Support

There are already casinos opened or planned to open in Danville, Bristol, Portsmouth, Norfolk, and Richmond. Some want to approve a 6th casino being built in Northern Virginia because they fear we lose too much tax revenue to the MGM casino in Maryland. Do think another casino should be added in Northern Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	26%	40%
No	41%	36%
Unsure	33%	24%

By Education

Column %	HS	College	Grad+
Yes	39%	25%	29%
No	27%	49%	47%
Unsure	34%	26%	24%

By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	33%	35%	29%
No	36%	42%	38%
Unsure	31%	23%	34%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	53%	48%	29%	30%	21%
No	33%	22%	30%	38%	51%
Unsure	14%	30%	40%	32%	28%

By Race

Column %	White	Black	Other
Yes	32%	33%	33%
No	38%	34%	48%
Unsure	30%	33%	18%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	27%	34%	36%	43%	38%
No	43%	41%	43%	22%	23%
Unsure	30%	25%	21%	35%	39%

By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	30%	34%	35%	34%
No	40%	39%	33%	38%
Unsure	30%	27%	31%	28%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	33%	35%	34%	34%	20%
No	46%	31%	39%	28%	38%
Unsure	21%	34%	28%	38%	42%



Methodology and Demographics

Fielded On: September 21-24, 2023

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Method: Mobile Text Response and Landline Interviews

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Population & Sample Description:
851 Likely General Election Voters

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MoE: +/- 3.36%

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

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For information, contact:

Ryan Munce

President

co/efficient

ryan@coefficient.org

Parker Slaybaugh

Executive Director

Founders Insight

parker@foundersinsight.com

Age

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

Gender

	%
Female	53%
Male	47%

Education

	%
HS	46%
College	31%
Grad+	23%

Race

	%
White	75%
Black	13%
Other	11%

Ideology

	%
Moderate	37%
Conserv.	36%
Liberal	27%

Self-Reported Party

	%
Dem.	39%
Repub.	39%
Ind.	18%
Other	4%

Last 4 Generals

	%
4	44%
3	25%
2	13%
1	11%
0	7%

DMA

	%
DC	39%
Norfolk	20%
Richmond	19%
Roanoke	13%
Other	9%

X9

	%
Rural	32%
Suburban	41%
Urban	27%



**Founders
Insight**

PUBLIC POLICY RESEARCH

Founders Insight Gaming City of Richmond Poll

Image, Ballot, and Message Testing
October 4th, 2023

Top Lines

Q1:Richmond Casino Support

%	
Yes	44%
No	44%
Unsure	12%

Q2:Churchill Downs Opinion

%	
Favorable	23%
Unfavorable	28%
Unsure	48%

Q3:Support Casino In Your Locality

%	
Yes	31%
No	44%
Unsure	25%

Richmond Casino Support

Do you support building a casino in Richmond?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	49%	38%
No	42%	47%
Unsure	9%	15%

By Education

Column %	HS	College	Grad+
Yes	69%	21%	35%
No	21%	70%	47%
Unsure	10%	9%	17%

By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	57%	20%	42%
No	33%	63%	51%
Unsure	10%	17%	7%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	46%	29%	42%	56%	46%
No	48%	50%	43%	32%	45%
Unsure	6%	21%	15%	12%	9%

By Race

Column %	White	Black	Other
Yes	31%	67%	35%
No	59%	22%	37%
Unsure	10%	11%	28%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	41%	55%	37%	37%	48%
No	53%	26%	42%	53%	38%
Unsure	6%	18%	21%	10%	14%

By Self-Reported Party

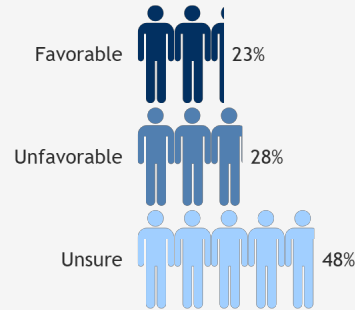
Column %	Dem.	Repub.	Ind.	Other
Yes	46%	44%	47%	20%
No	47%	45%	46%	8%
Unsure	7%	10%	6%	72%

By Zip

Column %	23225	23220	23221	23224	23227	23234	Other
Yes	52%	61%	36%	38%	21%	27%	43%
No	44%	35%	48%	39%	48%	35%	49%
Unsure	4%	4%	16%	23%	31%	38%	9%

Churchill Downs Opinion

Churchill Downs is the owner and operator of the Kentucky Derby, and now owns Colonial Downs Horse Racing Track in New Kent and all of Rosie's Gaming Emporiums across Virginia, and wants to build a casino in Richmond. What is your opinion of Churchill Downs?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	24%	23%
Unfavorable	26%	32%
Unsure	51%	45%

By Education

Column %	HS	College	Grad+
Favorable	19%	24%	31%
Unfavorable	18%	42%	28%
Unsure	63%	34%	41%

By Ideology

Column %	Moderate	Conserv.	Liberal
Favorable	23%	47%	18%
Unfavorable	22%	21%	38%
Unsure	55%	32%	44%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	8%	17%	38%	31%	32%
Unfavorable	36%	36%	38%	9%	24%
Unsure	56%	48%	24%	60%	44%

By Race

Column %	White	Black	Other
Favorable	20%	26%	36%
Unfavorable	40%	13%	16%
Unsure	40%	61%	49%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	30%	19%	28%	19%	10%
Unfavorable	29%	18%	38%	36%	31%
Unsure	41%	63%	35%	45%	58%

By Self-Reported Party

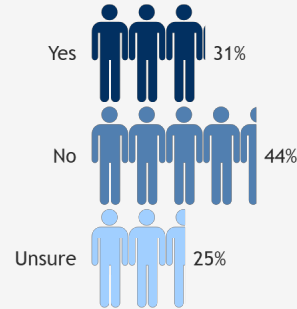
Column %	Dem.	Repub.	Ind.	Other
Favorable	28%	24%	16%	7%
Unfavorable	36%	13%	26%	24%
Unsure	36%	63%	58%	70%

By Zip

Column %	23225	23220	23221	23224	23227	23234	Other
Favorable	21%	17%	5%	42%	21%	27%	28%
Unfavorable	34%	18%	33%	29%	28%	0%	32%
Unsure	45%	65%	62%	30%	51%	73%	40%

Support Casino In Your Locality

Would you support a casino being built in your locality?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	24%	39%
No	44%	45%
Unsure	32%	16%

By Education

Column %	HS	College	Grad+
Yes	38%	20%	33%
No	21%	68%	50%
Unsure	41%	12%	16%

By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	27%	23%	38%
No	34%	57%	52%
Unsure	39%	21%	11%

By Age

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Yes	23%	29%	45%	41%	27%
No	50%	43%	47%	33%	46%
Unsure	27%	29%	8%	26%	28%

By Race

Column %	White	Black	Other
Yes	21%	45%	39%
No	61%	23%	19%
Unsure	19%	32%	43%

By Last 4 Generals

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Yes	23%	30%	37%	37%	50%
No	52%	26%	42%	59%	36%
Unsure	26%	44%	21%	4%	14%

By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	39%	18%	22%	26%
No	48%	40%	46%	10%
Unsure	12%	41%	32%	63%

By Zip

Column %	23225	23220	23221	23224	23227	23234	Other
Yes	24%	21%	33%	41%	19%	32%	36%
No	44%	29%	49%	48%	51%	30%	49%
Unsure	32%	50%	18%	11%	30%	38%	15%



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Age

	%
18-34	26%
35-44	17%
45-54	12%
55-64	16%
65+	30%

Gender

	%
Female	56%
Male	44%

Education

	%
HS	41%
College	34%
Grad+	24%

Race

	%
White	58%
Black	35%
Other	7%

Ideology

	%
Moderate	41%
Conserv.	14%
Liberal	45%

Self-Reported Party

	%
Dem.	55%
Repub.	18%
Ind.	23%
Other	4%

Last 4 Generals

	%
4	44%
3	23%
2	9%
1	13%
0	11%

Zip

	%
23225	18%
23220	16%
23221	11%
23224	8%
23227	6%
23234	4%
Other	38%