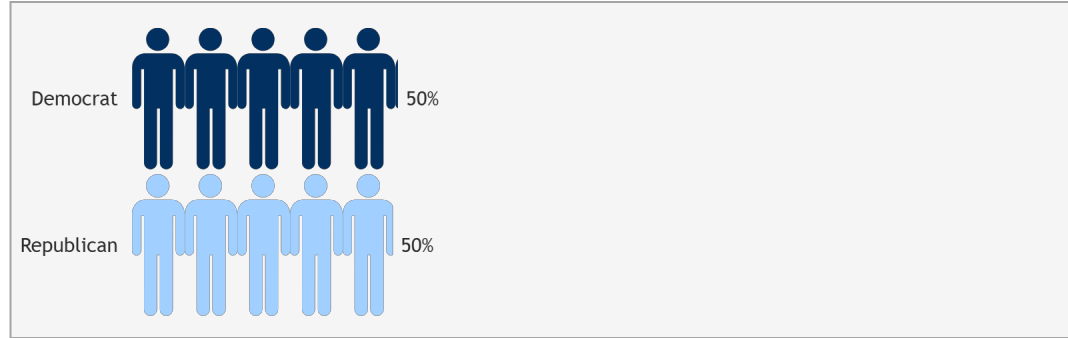# Founders Insight

PUBLIC POLICY RESEARCH

State of the Race

Image and Ballot Testing
October 23rd, 2023

Generic Ballot

If the November 7th general election for the Virginia General Assembly were held today, which Party's candidate are you more likely to support?

Democrat 50%

Republican 50%

Critical Crosstabs:

By Gender

Column %	Female	Male
Democrat	55%	45%
Republican	45%	55%

By Education Level

Column %	HS	College	Grad+
Democrat	45%	52%	60%
Republican	55%	48%	40%

By Ideology

Column %	Conserv.	Liberal	Moderate
Democrat	5%	94%	73%
Republican	95%	6%	27%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Democrat	52%	55%	47%	45%	53%
Republican	48%	45%	53%	55%	47%

By Race

Column %	White	Black	Other
Democrat	48%	82%	32%
Republican	52%	18%	68%

By Last 4 Generals

Column %	4	3	2	1	0
Democrat	54%	49%	47%	35%	52%
Republican	46%	51%	53%	65%	48%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Democrat	1%	100%	55%	60%
Republican	99%	0%	45%	40%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Democrat	57%	49%	50%	37%	47%
Republican	43%	51%	50%	63%	53%

Youngkin Approval

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

Approve 57%
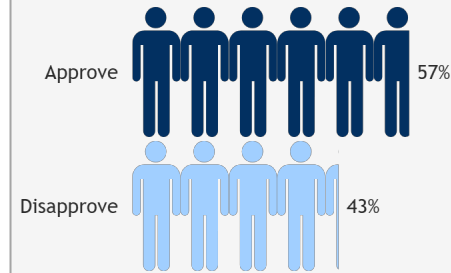
Disapprove 43%

Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	53%	62%
Disapprove	47%	38%

By Education Level

Column %	HS	College	Grad+
Approve	62%	57%	48%
Disapprove	38%	43%	52%

By Ideology

Column %	Conserv.	Liberal	Moderate
Approve	91%	16%	47%
Disapprove	9%	84%	53%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	48%	56%	59%	64%	57%
Disapprove	52%	44%	41%	36%	43%

By Race

Column %	White	Black	Other
Approve	59%	41%	65%
Disapprove	41%	59%	35%

By Last 4 Generals

Column %	4	3	2	1	0
Approve	51%	63%	78%	63%	52%
Disapprove	49%	37%	22%	37%	48%

By Self-Reported Party

Column %	Repub.	Democrat	Ind.	Other
Approve	94%	17%	62%	47%
Disapprove	6%	83%	38%	53%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Approve	51%	58%	57%	72%	63%
Disapprove	49%	42%	43%	28%	37%

By Generic Ballot

Column %	Democrat	Repub.
Approve	21%	94%
Disapprove	79%	6%

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:
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 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%