Founders Insight Tax Relief Statewide Poll

Image, Ballot, and Message Testing
October 9th, 2023

Top Lines

Q1:Generic Assembly Ballot

	%
Democrat	45%
Republican	44%
Undecided	11%

Q2:Tax Code

	%
Too much	61%
Right amount	27%
Too Little	2%
Unsure	10%

Q3:Bidenomics

	%
Negative	50%
Positive	34%
No Effect	8%
Unsure	8%

Q4:State Budget

	%
Increase Ded.	77%
Tax Rebate	23%

Q5:Tax Free Weekend

	%
Very often	19%
Sw' often	18%
Not very often	13%
Rarely	17%
Never	29%
Unsure	4%

Q6:Inflation Impacts

	%
Increased grocery costs	65%
Increased cost of fuel	17%
Higher interest rates	12%
Other	7%

Q7:Tax Incentives

	%
Support	56%
Oppose	17%
Unsure	26%

Q8:Rental Shortage

	%
More likely	49%
Less likely	23%
No Diff	29%

Q9:Surplus

	%
More likely	69%
Less likely	12%
No Diff	19%

Q10:Beneficiary of Lower Taxes

	%
Even dist.	50%
Low-income	25%
Families	18%
Small businesses	3%
Unsure	3%

Generic Assembly 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 45%

Republican 44%
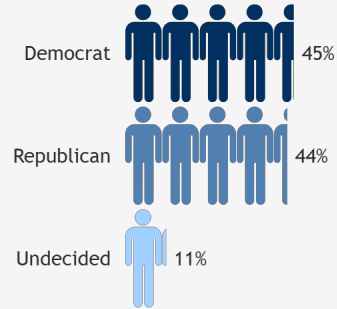
Undecided 11%

Critical Crosstabs:

By Gender

Column %	Female	Male
Democrat	52%	37%
Republican	36%	53%
Undecided	12%	10%

By Education Level

Column %	HS	College	Grad+
Democrat	42%	41%	57%
Republican	48%	45%	33%
Undecided	10%	13%	10%

By Ideology

Column %	Moderate	Conserv.	Liberal
Democrat	54%	8%	95%
Republican	27%	85%	3%
Undecided	19%	7%	2%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Democrat	56%	43%	39%	49%	43%
Republican	36%	38%	47%	41%	49%
Undecided	9%	18%	14%	10%	8%

By Race

Column %	White	Black	Other
Democrat	40%	78%	45%
Republican	51%	9%	35%
Undecided	9%	13%	21%

By Last 4 Generals

Column %	4	3	2	1	0
Democrat	46%	45%	49%	42%	43%
Republican	44%	42%	43%	40%	45%
Undecided	9%	13%	8%	18%	13%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Democrat	1%	94%	38%	39%
Republican	93%	0%	30%	20%
Undecided	6%	5%	32%	42%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Democrat	48%	49%	51%	40%	25%
Republican	41%	42%	41%	47%	59%
Undecided	11%	9%	8%	14%	16%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Democrat	100%	0%	0%
Republican	0%	100%	0%
Undecided	0%	0%	100%

Tax Code

When thinking about Virginia's tax code and the rate at which you are taxed, which of the following statements do you agree with the most?

Too much — 61%
Right amount — 27%
Too Little — 2%
Unsure — 10%

Actual answer options read:
- I am taxed too much
- I am taxed the appropriate amount
- I am taxed too little
- Unsure
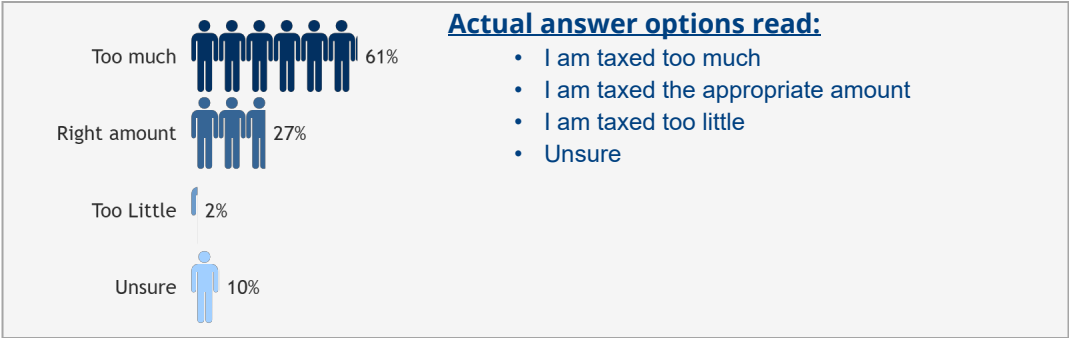
Critical Crosstabs:

By Gender

Column %	Female	Male
Too much	57%	64%
Right amount	28%	27%
Too Little	2%	3%
Unsure	13%	6%

By Education Level

Column %	HS	College	Grad+
Too much	66%	61%	49%
Right amount	20%	27%	40%
Too Little	2%	1%	4%
Unsure	11%	11%	7%

By Ideology

Column %	Moderate	Conserv.	Liberal
Too much	57%	81%	33%
Right amount	33%	10%	48%
Too Little	2%	1%	4%
Unsure	7%	8%	15%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Too much	59%	61%	68%	64%	56%
Right amount	29%	26%	26%	26%	28%
Too Little	0%	6%	1%	1%	3%
Unsure	13%	6%	5%	9%	13%

By Race

Column %	White	Black	Other
Too much	58%	69%	70%
Right amount	29%	19%	23%
Too Little	3%	0%	3%
Unsure	10%	12%	5%

By Last 4 Generals

Column %	4	3	2	1	0
Too much	55%	60%	74%	68%	65%
Right amount	32%	25%	13%	25%	24%
Too Little	2%	5%	2%	0%	1%
Unsure	11%	9%	11%	7%	9%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Too much	78%	43%	56%	78%
Right amount	12%	44%	26%	20%
Too Little	1%	3%	4%	0%
Unsure	9%	10%	15%	2%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Too much	63%	56%	54%	69%	59%
Right amount	28%	31%	31%	16%	24%
Too Little	2%	3%	5%	1%	0%
Unsure	7%	10%	10%	15%	17%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Too much	40%	80%	72%
Right amount	46%	11%	15%
Too Little	4%	1%	0%
Unsure	11%	8%	12%

Bidenomics

National Democrats have argued that "Bidenomics" President Biden's economic plan, has had a positive effect on our economy, while Republicans have argued it is failing and that we risk recession under this plan. What is your opinion of Bidenomics?

Negative 50%
Positive 34%
No Effect 8%
Unsure 8%
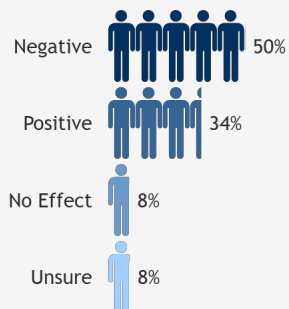
Actual answer options read:
- The president's economic plan is negatively impacting the economy
- The president's economic plan is working
- The president's economic plan has had no effect
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Negative	45%	56%
Positive	37%	31%
No Effect	8%	8%
Unsure	10%	5%

By Education Level

Column %	HS	College	Grad+
Negative	57%	48%	39%
Positive	27%	34%	48%
No Effect	8%	9%	6%
Unsure	8%	9%	7%

By Ideology

Column %	Moderate	Conserv.	Liberal
Negative	37%	88%	10%
Positive	41%	7%	69%
No Effect	11%	2%	12%
Unsure	11%	3%	9%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Negative	43%	48%	60%	48%	51%
Positive	34%	31%	25%	41%	36%
No Effect	18%	12%	9%	4%	4%
Unsure	5%	9%	6%	7%	9%

By Race

Column %	White	Black	Other
Negative	56%	21%	47%
Positive	31%	44%	43%
No Effect	7%	15%	6%
Unsure	6%	20%	4%

By Last 4 Generals

Column %	4	3	2	1	0
Negative	47%	51%	56%	46%	54%
Positive	36%	35%	25%	38%	30%
No Effect	7%	5%	10%	14%	8%
Unsure	9%	9%	8%	1%	8%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Negative	95%	7%	44%	34%
Positive	2%	69%	32%	19%
No Effect	1%	10%	14%	26%
Unsure	1%	13%	9%	21%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Negative	47%	48%	45%	61%	64%
Positive	37%	30%	46%	25%	21%
No Effect	8%	10%	4%	8%	8%
Unsure	8%	12%	5%	6%	8%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Negative	6%	96%	50%
Positive	69%	1%	21%
No Effect	12%	1%	16%
Unsure	13%	2%	13%

State Budget

Recently, the General Assembly passed a new state budget that provides more than $1 billion in tax cuts for Virginians. Which of the following parts of this tax cut plan do you support the most?

Increase Ded. — 77%
Tax Rebate — 23%
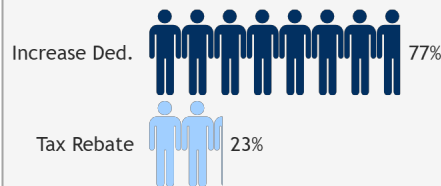
Actual answer options read:
- Permanently increasing the standard deduction to $8,500 for individuals and $17,000 for joint filers
- A one-time tax rebate of $200 for individuals and $400 for families

Critical Crosstabs:

By Gender

Column %	Female	Male
Increase Ded.	77%	78%
Tax Rebate	23%	22%

By Education Level

Column %	HS	College	Grad+
Increase Ded.	74%	81%	79%
Tax Rebate	26%	19%	21%

By Ideology

Column %	Moderate	Conserv.	Liberal
Increase Ded.	75%	79%	79%
Tax Rebate	25%	21%	21%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Increase Ded.	78%	76%	83%	85%	70%
Tax Rebate	22%	24%	17%	15%	30%

By Race

Column %	White	Black	Other
Increase Ded.	79%	72%	74%
Tax Rebate	21%	28%	26%

By Last 4 Generals

Column %	4	3	2	1	0
Increase Ded.	78%	79%	89%	66%	73%
Tax Rebate	22%	21%	11%	34%	27%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Increase Ded.	78%	74%	81%	87%
Tax Rebate	22%	26%	19%	13%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Increase Ded.	84%	72%	74%	72%	78%
Tax Rebate	16%	28%	26%	28%	22%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Increase Ded.	76%	80%	75%
Tax Rebate	24%	20%	25%

Tax Free Weekend

The annual "Tax-Free Weekend" where no sales taxes are applied to certain purchases, failed to take place on time this year because it was not renewed on time in the state budget. However, it has since been rescheduled for later in October. In the past, how often have you waited to make certain purchases until the tax-free weekend to save money?

Response	%
Very often	19%
Sw' often	18%
Not very often	13%
Rarely	17%
Never	29%
Unsure	4%
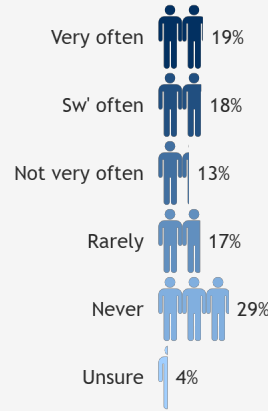
Actual answer options read:
- Very often
- Somewhat often
- Not very often
- Rarely
- Never
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Very often	19%	18%
Sw' often	24%	12%
Not very often	11%	15%
Rarely	18%	17%
Never	26%	34%
Unsure	3%	4%

By Education Level

Column %	HS	College	Grad+
Very often	21%	18%	15%
Sw' often	22%	15%	14%
Not very often	10%	13%	17%
Rarely	19%	17%	16%
Never	24%	33%	35%
Unsure	4%	4%	3%

By Ideology

Column %	Moderate	Conserv.	Liberal
Very often	19%	21%	13%
Sw' often	17%	16%	22%
Not very often	11%	13%	15%
Rarely	19%	20%	11%
Never	31%	25%	35%
Unsure	3%	5%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Very often	26%	12%	21%	24%	14%
Sw' often	17%	13%	23%	15%	20%
Not very often	15%	10%	15%	13%	12%
Rarely	6%	13%	15%	16%	26%
Never	28%	47%	23%	28%	27%
Unsure	9%	6%	4%	5%	1%

By Race

Column %	White	Black	Other
Very often	17%	27%	19%
Sw' often	16%	27%	19%
Not very often	13%	10%	13%
Rarely	18%	15%	18%
Never	32%	18%	28%
Unsure	4%	3%	3%

Tax Free Weekend (Continued)

The annual "Tax-Free Weekend" where no sales taxes are applied to certain purchases, failed to take place on time this year because it was not renewed on time in the state budget. However, it has since been rescheduled for later in October. In the past, how often have you waited to make certain purchases until the tax-free weekend to save money?

Very often	19%
Sw' often	18%
Not very often	13%
Rarely	17%
Never	29%
Unsure	4%
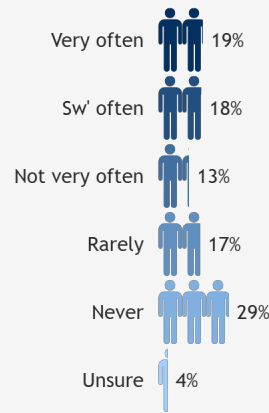
Actual answer options read:
- Very often
- Somewhat often
- Not very often
- Rarely
- Never
- Unsure

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Very often	18%	25%	23%	14%	12%
Sw' often	21%	10%	27%	25%	9%
Not very often	12%	14%	8%	17%	16%
Rarely	20%	18%	16%	12%	13%
Never	27%	32%	23%	28%	37%
Unsure	2%	1%	3%	4%	13%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very often	19%	17%	24%	13%
Sw' often	18%	20%	14%	5%
Not very often	14%	14%	10%	5%
Rarely	21%	12%	21%	21%
Never	24%	35%	25%	51%
Unsure	4%	3%	6%	5%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Very often	16%	24%	18%	15%	22%
Sw' often	15%	19%	22%	21%	14%
Not very often	15%	7%	16%	9%	15%
Rarely	15%	14%	20%	28%	16%
Never	34%	29%	21%	26%	30%
Unsure	4%	7%	3%	1%	3%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Very often	18%	20%	16%
Sw' often	19%	18%	14%
Not very often	12%	13%	12%
Rarely	13%	20%	26%
Never	35%	25%	24%
Unsure	3%	4%	9%

Inflation Impacts

As national inflation rates rise, so has the cost of everyday expenses. Where have you personally felt the most harm and costly impacts of inflation?

Increased grocery costs	65%
Increased cost of fuel	17%
Higher interest rates	12%
Other	7%
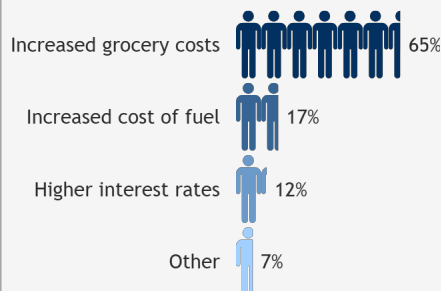
Critical Crosstabs:

By Gender

Column %	Female	Male
Increased grocery costs	69%	59%
Increased cost of fuel	14%	19%
Higher interest rates	9%	15%
Other	7%	6%

By Education Level

Column %	HS	College	Grad+
Increased grocery costs	67%	64%	60%
Increased cost of fuel	17%	18%	15%
Higher interest rates	10%	13%	16%
Other	6%	6%	9%

By Ideology

Column %	Moderate	Conserv.	Liberal
Increased grocery costs	62%	67%	65%
Increased cost of fuel	15%	22%	10%
Higher interest rates	17%	5%	17%
Other	6%	5%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Increased grocery costs	58%	67%	63%	68%	65%
Increased cost of fuel	20%	11%	16%	17%	17%
Higher interest rates	19%	16%	16%	10%	8%
Other	3%	6%	5%	4%	10%

By Race

Column %	White	Black	Other
Increased grocery costs	65%	65%	63%
Increased cost of fuel	18%	14%	13%
Higher interest rates	11%	11%	20%
Other	6%	11%	4%

By Last 4 Generals

Column %	4	3	2	1	0
Increased grocery costs	66%	66%	66%	60%	62%
Increased cost of fuel	16%	16%	20%	14%	18%
Higher interest rates	13%	10%	11%	6%	15%
Other	5%	8%	4%	21%	5%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Increased grocery costs	64%	65%	66%	62%
Increased cost of fuel	25%	10%	13%	11%
Higher interest rates	6%	16%	14%	20%
Other	5%	8%	7%	8%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Increased grocery costs	66%	69%	59%	59%	70%
Increased cost of fuel	14%	14%	22%	18%	23%
Higher interest rates	16%	13%	7%	12%	4%
Other	5%	5%	11%	11%	3%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Increased grocery costs	65%	65%	62%
Increased cost of fuel	10%	25%	13%
Higher interest rates	18%	5%	15%
Other	7%	5%	10%

Tax Incentives

Tax incentives are tools that the government can use to incentivize certain businesses to move to or expand in Virginia to promote economic growth. Do you support or oppose tax incentives for businesses that employ workers and contribute to the tax base?

Support 56%
Oppose 17%
Unsure 26%
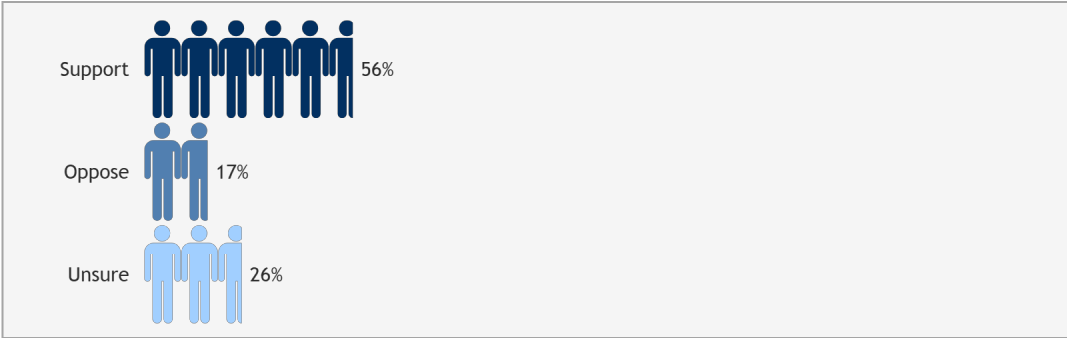
Critical Crosstabs:

By Gender

Column %	Female	Male
Support	54%	60%
Oppose	14%	21%
Unsure	33%	19%

By Education Level

Column %	HS	College	Grad+
Support	59%	55%	54%
Oppose	11%	21%	24%
Unsure	30%	24%	22%

By Ideology

Column %	Moderate	Conserv.	Liberal
Support	54%	69%	38%
Oppose	16%	13%	27%
Unsure	30%	18%	34%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	49%	54%	65%	64%	52%
Oppose	21%	25%	14%	17%	14%
Unsure	30%	21%	21%	19%	33%

By Race

Column %	White	Black	Other
Support	54%	56%	70%
Oppose	18%	11%	15%
Unsure	27%	32%	14%

By Last 4 Generals

Column %	4	3	2	1	0
Support	57%	62%	50%	51%	56%
Oppose	16%	19%	21%	16%	18%
Unsure	28%	19%	29%	33%	26%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Support	66%	49%	52%	49%
Oppose	13%	20%	19%	27%
Unsure	21%	31%	29%	24%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	64%	55%	49%	49%	53%
Oppose	16%	17%	23%	12%	18%
Unsure	20%	28%	28%	39%	29%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Support	48%	67%	48%
Oppose	21%	12%	23%
Unsure	31%	21%	29%

Rental Shortage

There is a shortage of rental locations, apartments, and homes for sale across Virginia. One cause for this is that builders are unable to meet the demand for new housing. Knowing this, would you be more or less likely to support a candidate who worked to reduce red tape and provide tax incentives to help build new housing?

- More likely 49%
- Less likely 23%
- No Diff 29%
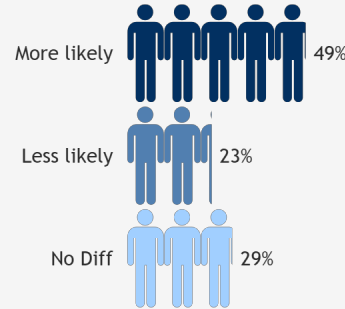
Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	50%	47%
Less likely	21%	25%
No Diff	29%	28%

By Education Level

Column %	HS	College	Grad+
More likely	50%	48%	46%
Less likely	20%	24%	28%
No Diff	30%	28%	27%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	41%	57%	47%
Less likely	24%	23%	22%
No Diff	35%	20%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	57%	35%	44%	50%	52%
Less likely	24%	26%	20%	15%	27%
No Diff	19%	39%	36%	35%	21%

By Race

Column %	White	Black	Other
More likely	46%	60%	54%
Less likely	25%	16%	19%
No Diff	29%	25%	27%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	48%	46%	52%	48%	52%
Less likely	23%	23%	29%	18%	23%
No Diff	30%	32%	19%	34%	26%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
More likely	55%	44%	49%	25%
Less likely	23%	21%	22%	42%
No Diff	22%	35%	29%	33%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	51%	48%	42%	49%	50%
Less likely	22%	23%	23%	22%	24%
No Diff	26%	29%	35%	28%	26%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
More likely	46%	54%	40%
Less likely	22%	23%	25%
No Diff	32%	23%	35%

Surplus

Virginia currently has a surplus in its state budget, meaning that taxes are higher than spending requires. Knowing this, would you be more or less likely to support a political candidate who advocates for tax relief policies to reduce your tax burden?

More likely 69%

Less likely 12%
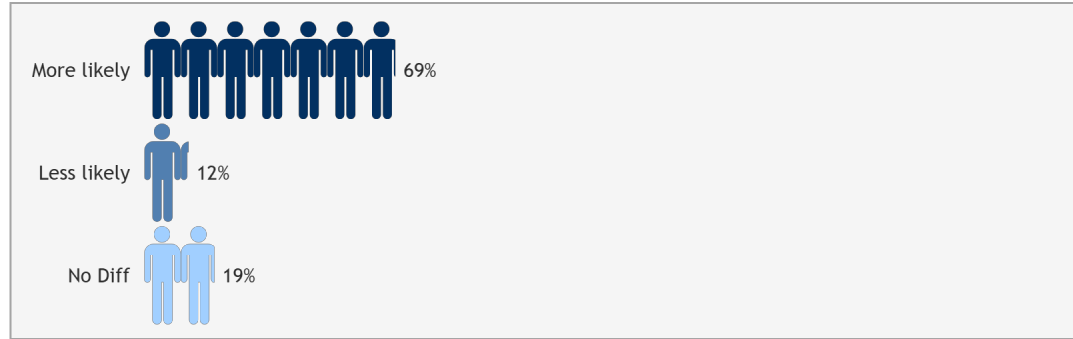
No Diff 19%

Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	66%	71%
Less likely	10%	14%
No Diff	23%	15%

By Education Level

Column %	HS	College	Grad+
More likely	73%	70%	58%
Less likely	10%	11%	18%
No Diff	17%	18%	24%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	66%	86%	44%
Less likely	13%	6%	20%
No Diff	21%	7%	36%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	67%	61%	66%	73%	71%
Less likely	12%	15%	11%	9%	13%
No Diff	22%	24%	23%	18%	16%

By Race

Column %	White	Black	Other
More likely	68%	73%	69%
Less likely	13%	12%	8%
No Diff	19%	15%	24%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	70%	71%	85%	62%	57%
Less likely	12%	13%	7%	7%	18%
No Diff	18%	17%	8%	31%	25%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
More likely	84%	53%	66%	74%
Less likely	7%	18%	13%	2%
No Diff	9%	28%	21%	24%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	71%	67%	62%	71%	71%
Less likely	9%	9%	21%	15%	9%
No Diff	20%	24%	16%	14%	21%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
More likely	53%	86%	68%
Less likely	19%	7%	5%
No Diff	29%	7%	27%

Beneficiary of Lower Taxes

Lowering taxes should primarily benefit which of the following?
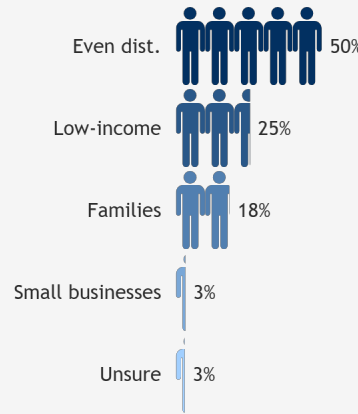
Even dist. 50%

Low-income 25%

Families 18%

Small businesses 3%

Unsure 3%

Actual answer options read:
- Evely distributed among all tax-payers
- Low-income individuals
- Families
- Small businesses
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Even dist.	48%	52%
Low-income	28%	22%
Families	17%	20%
Small businesses	3%	4%
Unsure	4%	2%

By Education Level

Column %	HS	College	Grad+
Even dist.	52%	50%	46%
Low-income	21%	25%	33%
Families	21%	19%	13%
Small businesses	2%	3%	5%
Unsure	3%	2%	3%

By Ideology

Column %	Moderate	Conserv.	Liberal
Even dist.	51%	63%	23%
Low-income	21%	11%	59%
Families	23%	19%	10%
Small businesses	2%	5%	2%
Unsure	2%	2%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Even dist.	31%	47%	52%	62%	51%
Low-income	48%	27%	23%	19%	21%
Families	20%	18%	19%	15%	20%
Small businesses	2%	8%	5%	1%	2%
Unsure	0%	1%	1%	3%	6%

By Race

Column %	White	Black	Other
Even dist.	51%	47%	45%
Low-income	24%	24%	33%
Families	18%	23%	15%
Small businesses	3%	1%	5%
Unsure	3%	5%	1%

Beneficiary of Lower Taxes (Continued)

Lowering taxes should primarily benefit which of the following?
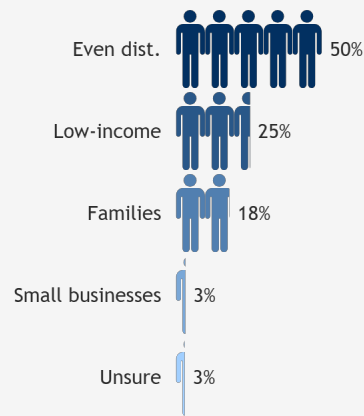
Even dist. 50%
Low-income 25%
Families 18%
Small businesses 3%
Unsure 3%

Actual answer options read:
- Evely distributed among all tax-payers
- Low-income individuals
- Families
- Small businesses
- Unsure

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Even dist.	53%	44%	57%	52%	44%
Low-income	26%	25%	25%	23%	26%
Families	16%	21%	17%	17%	23%
Small businesses	3%	6%	1%	2%	4%
Unsure	3%	4%	1%	7%	2%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Even dist.	68%	34%	47%	37%
Low-income	7%	43%	26%	26%
Families	17%	18%	20%	24%
Small businesses	5%	1%	4%	10%
Unsure	2%	3%	3%	3%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Even dist.	51%	53%	48%	48%	44%
Low-income	31%	21%	25%	24%	15%
Families	14%	23%	18%	19%	27%
Small businesses	2%	2%	4%	5%	8%
Unsure	2%	1%	5%	5%	5%

By Assembly Ballot

Column %	Democrat	Republican	Undecided
Even dist.	33%	68%	47%
Low-income	46%	7%	10%
Families	16%	17%	34%
Small businesses	1%	5%	3%
Unsure	4%	2%	5%

Methodology and Demographics

Fielded On: October 2-3, 2023

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Method: Mobile Text Response and Landline Interviews

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Population & Sample Description:
931 Likely General Election Voters

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MoE: +/- 3.21%

-

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

-

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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

	%
Moderate	40%
Conserv.	38%
Liberal	22%

Self-Reported Party

	%
Repub.	41%
Dem.	40%
Ind.	15%
Other	4%

Last 4 Generals

	%
4	46%
3	18%
2	10%
1	8%
0	18%

DMA

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