



**Founders
Insight**

PUBLIC POLICY RESEARCH

Founders Insight Tax Relief Statewide Poll

**Image, Ballot, and Message Testing
October 11th, 2023**

Top Lines

Q1:Credit Cards

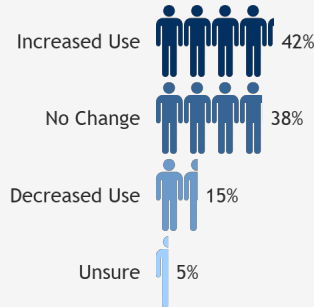
	%
Increased Use	42%
No Change	38%
Decreased Use	15%
Unsure	5%

Q2:Gas Tax

	%
Other Funding	36%
Lower CoL	30%
Necessary	28%
Unsure	6%

Credit Cards

Have you recently had to use loans or credit cards to meet your spending needs?



Actual answer options read:

- Yes, I have increased my use of credit cards and loans
- My spending needs and habits have not changed
- I have decreased my use of credit cards and loans
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Increased Use	42%	42%
No Change	38%	39%
Decreased Use	15%	15%
Unsure	5%	4%

By Education Level

Column %	HS	College	Grad+
Increased Use	48%	41%	31%
No Change	31%	41%	50%
Decreased Use	15%	15%	16%
Unsure	6%	3%	3%

By Ideology

Column %	Moderate	Conserv.	Liberal
Increased Use	36%	49%	39%
No Change	43%	30%	48%
Decreased Use	17%	17%	9%
Unsure	4%	5%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Increased Use	54%	52%	58%	36%	30%
No Change	38%	32%	23%	43%	45%
Decreased Use	4%	13%	15%	19%	18%
Unsure	5%	2%	4%	2%	7%

By Race

Column %	White	Black	Other
Increased Use	39%	37%	66%
No Change	43%	32%	14%
Decreased Use	13%	22%	17%
Unsure	4%	9%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Increased Use	35%	49%	33%	50%	55%
No Change	42%	34%	36%	40%	32%
Decreased Use	18%	14%	17%	8%	11%
Unsure	5%	3%	14%	2%	1%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Increased Use	50%	35%	41%	39%
No Change	31%	46%	40%	29%
Decreased Use	13%	16%	16%	20%
Unsure	5%	3%	3%	13%

By DMA

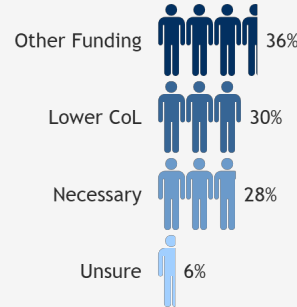
Column %	DC	Norfolk	Richmond	Roanoke	Other
Increased Use	48%	40%	33%	39%	46%
No Change	36%	39%	50%	32%	31%
Decreased Use	15%	19%	11%	14%	15%
Unsure	1%	2%	6%	15%	8%

By Assembly Ballot

Column %	Democrat	Republ-ican	Undec-ided
Increased Use	35%	50%	44%
No Change	47%	31%	30%
Decreased Use	15%	15%	18%
Unsure	3%	5%	8%

Gas Tax

The Virginia state gas tax is 29 cents per gallon. Supporters of the sales tax argue it is necessary to maintain and improve roadways and other infrastructure, while opponents claim that reducing the tax is necessary to lower the cost of living and help with inflation. Which of the following statements do you agree with the most?



Actual answer options read:

- The gas tax should be lowered, but only if other sources of funding will go to maintaining our roadways
- The gas tax should be lowered because it is important to lower the cost of living
- The gas tax is necessary to maintain our roadways
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Other Funding	37%	34%
Lower CoL	29%	30%
Necessary	26%	31%
Unsure	7%	5%

By Education Level

Column %	HS	College	Grad+
Other Funding	43%	31%	27%
Lower CoL	31%	33%	25%
Necessary	20%	29%	43%
Unsure	6%	8%	5%

By Ideology

Column %	Moderate	Conserv.	Liberal
Other Funding	30%	38%	39%
Lower CoL	29%	38%	18%
Necessary	35%	19%	33%
Unsure	6%	4%	11%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Other Funding	32%	26%	40%	34%	40%
Lower CoL	31%	39%	26%	32%	26%
Necessary	32%	25%	28%	30%	27%
Unsure	6%	9%	6%	4%	7%

By Race

Column %	White	Black	Other
Other Funding	32%	49%	41%
Lower CoL	29%	33%	35%
Necessary	32%	12%	22%
Unsure	7%	7%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Other Funding	42%	27%	49%	36%	20%
Lower CoL	27%	31%	34%	30%	35%
Necessary	27%	31%	14%	23%	38%
Unsure	5%	10%	3%	11%	7%

By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Other Funding	37%	33%	38%	32%
Lower CoL	42%	20%	24%	29%
Necessary	17%	38%	31%	28%
Unsure	4%	9%	7%	11%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Other Funding	36%	26%	37%	44%	41%
Lower CoL	29%	39%	24%	30%	25%
Necessary	30%	31%	30%	18%	25%
Unsure	5%	5%	9%	8%	9%

By Assembly Ballot

Column %	Democrat	Republ-ican	Undec-ided
Other Funding	36%	37%	32%
Lower CoL	17%	42%	34%
Necessary	39%	18%	23%
Unsure	8%	3%	10%



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%

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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%