



# Founders Insight Top Issues Statewide Poll

Image, Ballot, and Message Testing  
November 6th, 2023

# Top Lines

## Q1: Voting Method

	%
Vote on Election Day	55%
Vote early	24%
I already voted	15%
Undecided	6%

## Q2: Biden Approval

	%
Approve	39%
Disapprove	61%

## Q3: Party Ballot

	%
Republican	50%
Democrat	50%

## Q4: Most Important Election Issue

	%
Economy	41%
Abortion	15%
Election Integ.	9%
Crime	7%
Healthcare	8%
Another issue	8%
Parents Rights	4%
Tax reform	2%
Infrastructure	2%
Unsure	3%

## Q5: Abortion Importance

	%
Very important	56%
Sw' Important	21%
Neutral	14%
Sw' unimportant	1%
Very unimp.	5%
Unsure	2%

## Q6: Crime Importance

	%
Very important	71%
Sw' important	19%
Neutral	5%
Sw' unimportant	2%
Very unimp.	2%
Unsure	0%

## Q7: Economy Importance

	%
Very important	77%
Sw' important	17%
Neutral	4%
Sw' unimportant	1%
Very unimp.	0%
Unsure	0%

## Q8: Transgender Importance

	%
Very important	49%
Sw' important	18%
Neutral	14%
Sw' unimportant	5%
Very unimp.	12%
Unsure	1%

# Top Lines

## Q9:Parental Rights Importance

	%
Very important	58%
Sw' important	13%
Neutral	13%
Very unimp.	11%
Sw' unimportant	4%
Unsure	0%

## Q10:Healthcare Costs Importance

	%
Very important	65%
Sw' important	26%
Neutral	6%
Sw' unimportant	2%
Very unimp.	1%
Unsure	0%

## Q11:Notify Parents

	%
Yes	69%
No	23%
Unsure	8%

## Q12:Removing Books From School Libraries

	%
Yes	55%
No	45%

## Q13: Criminal Justice Views

	%
Too lenient	47%
Too harsh	35%
Balanced	18%

## Q14:Abortion Position

	%
Up to 15 weeks	35%
26 weeks + exceptions	29%
Never Legal	19%
Until birth	17%

## Q15:Cand. w/ Different Abortion Views

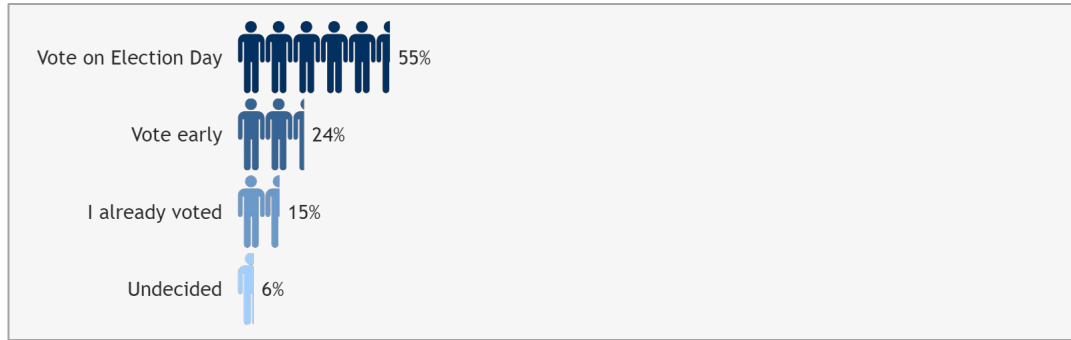
	%
Yes	20%
No	53%
Unsure	28%

## Q16:Reduced Personal Spending

	%
Yes	78%
No	22%

# Voting Method

How do you plan to vote in the general election?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Vote on Election Day	53%	58%
Vote early	27%	20%
I already voted	13%	17%
Undecided	6%	5%

### By Education

Column %	HS	College	Grad+
Vote on Election Day	60%	53%	49%
Vote early	22%	25%	27%
I already voted	12%	17%	19%
Undecided	7%	4%	5%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Vote on Election Day	56%	54%	71%	61%	44%
Vote early	19%	25%	16%	21%	31%
I already voted	17%	12%	7%	13%	21%
Undecided	8%	10%	6%	5%	3%

### By Race

Column %	White	Black	Other
Vote on Election Day	56%	39%	66%
Vote early	24%	35%	14%
I already voted	15%	19%	15%
Undecided	6%	7%	4%

### By Last 4 Generals

Column %	4	3	2	1	0
Vote on Election Day	53%	61%	63%	53%	45%
Vote early	24%	23%	24%	28%	23%
I already voted	19%	9%	7%	6%	21%
Undecided	3%	7%	6%	13%	10%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Vote on Election Day	67%	47%	53%	47%
Vote early	19%	28%	24%	27%
I already voted	10%	21%	13%	9%
Undecided	5%	3%	10%	17%

### By DMA

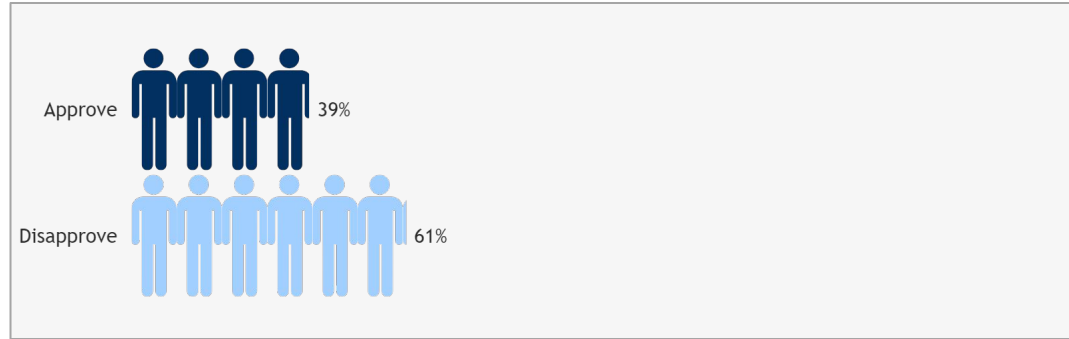
Column %	DC	Norfolk	Richmond	Roanoke	Other
Vote on Election Day	53%	52%	56%	55%	65%
Vote early	26%	23%	23%	27%	17%
I already voted	15%	18%	15%	13%	13%
Undecided	6%	7%	5%	5%	5%

### By Generic Ballot

Column %	Democrat	Republican
Vote on Election Day	45%	66%
Vote early	29%	18%
I already voted	21%	10%
Undecided	5%	5%

# Biden Approval

Do you approve or disapprove of President Joe Biden's job performance?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Approve	42%	36%
Disapprove	58%	64%

### By Education

Column %	HS	College	Grad+
Approve	29%	43%	54%
Disapprove	71%	57%	46%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	30%	40%	35%	32%	49%
Disapprove	70%	60%	65%	68%	51%

### By Race

Column %	White	Black	Other
Approve	34%	70%	36%
Disapprove	66%	30%	64%

### By Last 4 Generals

Column %	4	3	2	1	0
Approve	43%	40%	22%	29%	45%
Disapprove	57%	60%	78%	71%	55%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Approve	1%	85%	29%	13%
Disapprove	99%	15%	71%	87%

### By DMA

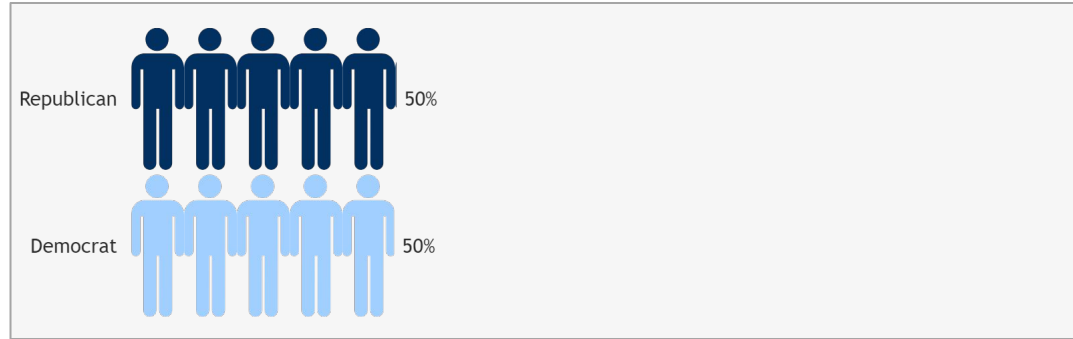
Column %	DC	Norfolk	Richmond	Roanoke	Other
Approve	44%	43%	35%	32%	30%
Disapprove	56%	57%	65%	68%	70%

### By Generic Ballot

Column %	Democrat	Republican
Approve	77%	3%
Disapprove	23%	97%

# Party Ballot

Are you more likely to vote for a Republican or Democrat candidate for the Virginia General Assembly in the November election?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Republican	45%	56%
Democrat	55%	44%

### By Education

Column %	HS	College	Grad+
Republican	61%	44%	37%
Democrat	39%	56%	63%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	29%	49%	57%	59%	51%
Democrat	71%	51%	43%	41%	49%

### By Race

Column %	White	Black	Other
Republican	56%	14%	52%
Democrat	44%	86%	48%

### By Last 4 Generals

Column %	4	3	2	1	0
Republican	50%	53%	59%	50%	39%
Democrat	50%	47%	41%	50%	61%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Republican	99%	2%	52%	37%
Democrat	1%	98%	48%	63%

### By DMA

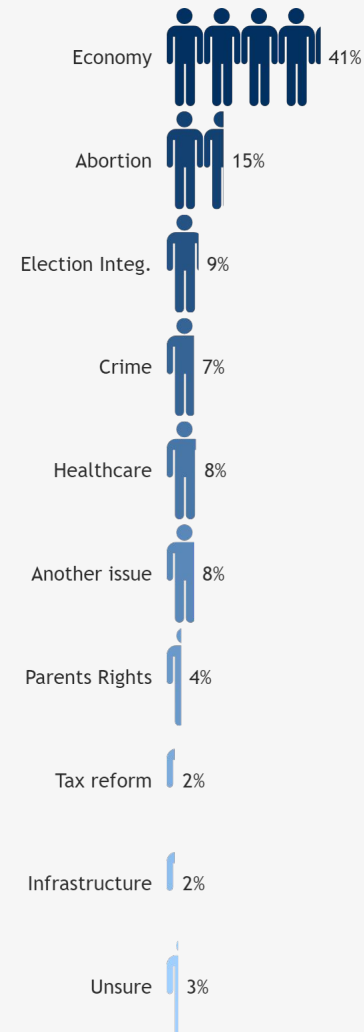
Column %	DC	Norfolk	Richmond	Roanoke	Other
Republican	43%	51%	50%	64%	59%
Democrat	57%	49%	50%	36%	41%

# Most Important Election Issue

When you vote in this November's general election, which issue will be the most important to you when considering who to vote for?

## Actual answer options read:

- The economy, including inflation and cost of living
- Abortion
- Ensuring the integrity of elections
- Reducing crime and making our communities safer
- Healthcare, including lowering prescription drug prices
- Another issue
- Protecting parental rights in schools
- Tax reform
- Infrastructure like roads and bridges
- Unsure



# Most Important Election Issue (Continued)

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Economy	43%	39%
Abortion	18%	12%
Election Integ.	7%	10%
Crime	6%	9%
Healthcare	9%	7%
Another issue	7%	8%
Parents Rights	3%	5%
Tax reform	2%	2%
Infrastructure	1%	4%
Unsure	3%	3%

### By Education

Column %	HS	College	Grad+
Economy	49%	37%	32%
Abortion	9%	18%	24%
Election Integ.	8%	10%	8%
Crime	8%	8%	7%
Healthcare	9%	8%	6%
Another issue	6%	9%	9%
Parents Rights	4%	3%	6%
Tax reform	2%	3%	2%
Infrastructure	2%	2%	4%
Unsure	4%	3%	2%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Economy	38%	46%	44%	41%	40%
Abortion	25%	10%	19%	12%	14%
Election Integ.	3%	4%	8%	11%	12%
Crime	5%	3%	5%	10%	10%
Healthcare	10%	8%	3%	7%	10%
Another issue	11%	13%	8%	4%	6%
Parents Rights	2%	6%	3%	7%	3%
Tax reform	4%	2%	4%	1%	1%
Infrastructure	1%	5%	2%	1%	2%
Unsure	2%	3%	3%	5%	3%

### By Race

Column %	White	Black	Other
Economy	39%	52%	46%
Abortion	17%	7%	15%
Election Integ.	10%	6%	3%
Crime	7%	13%	4%
Healthcare	7%	14%	5%
Another issue	8%	4%	8%
Parents Rights	4%	3%	8%
Tax reform	2%	1%	7%
Infrastructure	2%	1%	2%
Unsure	4%	0%	2%



# Most Important Election Issue (Continued)

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Economy	41%	41%	43%	49%	38%
Abortion	16%	13%	11%	11%	21%
Election Integ.	10%	10%	5%	9%	4%
Crime	8%	8%	5%	11%	7%
Healthcare	8%	11%	3%	6%	7%
Another issue	5%	7%	16%	8%	9%
Parents Rights	4%	4%	9%	4%	2%
Tax reform	2%	2%	3%	0%	4%
Infrastructure	3%	1%	0%	2%	3%
Unsure	3%	4%	4%	0%	4%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Economy	55%	26%	42%	31%
Abortion	2%	28%	18%	8%
Election Integ.	12%	8%	5%	6%
Crime	11%	6%	6%	5%
Healthcare	4%	15%	4%	1%
Another issue	3%	9%	9%	29%
Parents Rights	7%	2%	2%	8%
Tax reform	2%	1%	5%	0%
Infrastructure	1%	2%	5%	0%
Unsure	4%	2%	3%	12%

### By DMA

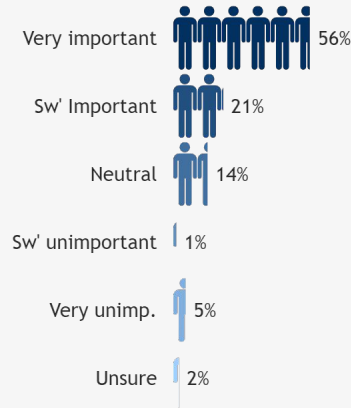
Column %	DC	Norfolk	Richmond	Roanoke	Other
Economy	31%	46%	48%	53%	48%
Abortion	19%	14%	12%	10%	14%
Election Integ.	7%	7%	11%	10%	12%
Crime	9%	11%	5%	3%	6%
Healthcare	10%	7%	9%	6%	2%
Another issue	8%	7%	6%	10%	5%
Parents Rights	7%	2%	2%	2%	2%
Tax reform	3%	3%	1%	0%	1%
Infrastructure	2%	1%	2%	1%	5%
Unsure	3%	2%	3%	5%	5%

### By Generic Ballot

Column %	Democrat	Republican
Economy	24%	58%
Abortion	30%	2%
Election Integ.	7%	11%
Crime	5%	9%
Healthcare	13%	3%
Another issue	11%	4%
Parents Rights	1%	6%
Tax reform	2%	2%
Infrastructure	4%	0%
Unsure	3%	4%

# Abortion Importance

When it comes to abortion, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	63%	48%
Sw' Important	18%	24%
Neutral	12%	17%
Sw' unimportant	1%	2%
Very unimp.	3%	7%
Unsure	3%	2%

### By Education

Column %	HS	College	Grad+
Very important	53%	58%	61%
Sw' Important	22%	21%	17%
Neutral	18%	10%	11%
Sw' unimportant	0%	2%	2%
Very unimp.	3%	7%	7%
Unsure	3%	1%	2%

### By Age

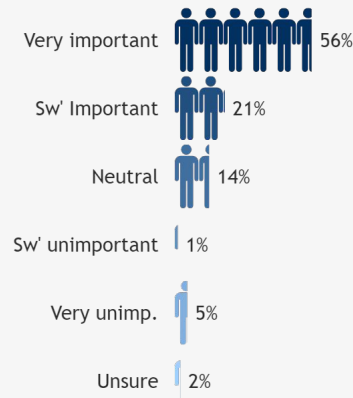
Column %	18-34	35-44	45-54	55-64	65+
Very important	74%	48%	52%	50%	58%
Sw' Important	12%	24%	21%	23%	21%
Neutral	8%	16%	15%	19%	13%
Sw' unimportant	0%	2%	3%	1%	1%
Very unimp.	6%	10%	5%	6%	3%
Unsure	0%	0%	4%	1%	5%

### By Race

Column %	White	Black	Other
Very important	58%	46%	57%
Sw' Important	20%	29%	13%
Neutral	14%	14%	16%
Sw' unimportant	1%	0%	2%
Very unimp.	5%	4%	10%
Unsure	2%	6%	2%

# Abortion Importance (Continued)

When it comes to abortion, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	59%	55%	54%	49%	54%
Sw' Important	20%	21%	20%	23%	20%
Neutral	14%	12%	16%	19%	14%
Sw' unimportant	1%	1%	3%	0%	2%
Very unimp.	3%	8%	6%	9%	6%
Unsure	2%	3%	1%	1%	4%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	42%	69%	54%	69%
Sw' Important	24%	19%	21%	7%
Neutral	20%	7%	17%	20%
Sw' unimportant	2%	0%	2%	0%
Very unimp.	9%	2%	5%	2%
Unsure	3%	3%	1%	1%

### By DMA

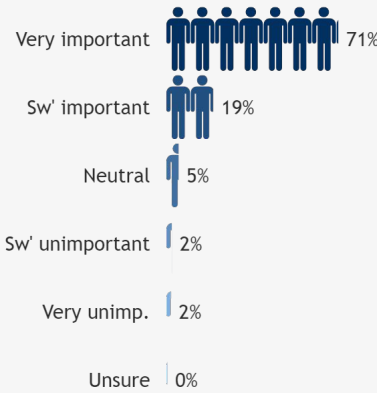
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	58%	49%	62%	52%	60%
Sw' Important	19%	21%	19%	28%	19%
Neutral	16%	16%	12%	12%	13%
Sw' unimportant	1%	3%	1%	1%	2%
Very unimp.	5%	8%	3%	6%	4%
Unsure	2%	4%	3%	1%	3%

### By Generic Ballot

Column %	Democrat	Republican
Very important	72%	41%
Sw' Important	17%	24%
Neutral	7%	22%
Sw' unimportant	0%	2%
Very unimp.	2%	8%
Unsure	2%	3%

# Crime Importance

When it comes to crime and keeping our communities safe, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	74%	67%
Sw' important	19%	20%
Neutral	4%	6%
Sw' unimportant	1%	3%
Very unimp.	1%	3%
Unsure	0%	1%

### By Education

Column %	HS	College	Grad+
Very important	82%	66%	55%
Sw' important	14%	22%	27%
Neutral	3%	6%	7%
Sw' unimportant	0%	3%	5%
Very unimp.	0%	2%	5%
Unsure	1%	0%	0%

### By Age

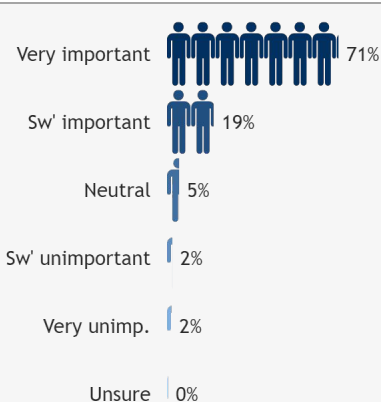
Column %	18-34	35-44	45-54	55-64	65+
Very important	56%	58%	68%	76%	80%
Sw' important	28%	22%	24%	16%	15%
Neutral	7%	11%	5%	4%	3%
Sw' unimportant	5%	3%	2%	2%	1%
Very unimp.	5%	4%	2%	1%	1%
Unsure	0%	2%	0%	0%	0%

### By Race

Column %	White	Black	Other
Very important	68%	83%	74%
Sw' important	21%	10%	21%
Neutral	6%	2%	1%
Sw' unimportant	2%	4%	2%
Very unimp.	2%	0%	2%
Unsure	0%	1%	0%

# Crime Importance (Continued)

When it comes to crime and keeping our communities safe, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	75%	69%	68%	63%	63%
Sw' important	18%	19%	20%	21%	25%
Neutral	3%	7%	4%	8%	9%
Sw' unimportant	2%	2%	3%	5%	2%
Very unimp.	2%	1%	4%	3%	1%
Unsure	0%	2%	1%	0%	0%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	87%	60%	66%	41%
Sw' important	10%	26%	23%	35%
Neutral	2%	8%	4%	10%
Sw' unimportant	1%	3%	3%	6%
Very unimp.	1%	2%	2%	7%
Unsure	0%	0%	1%	0%

### By DMA

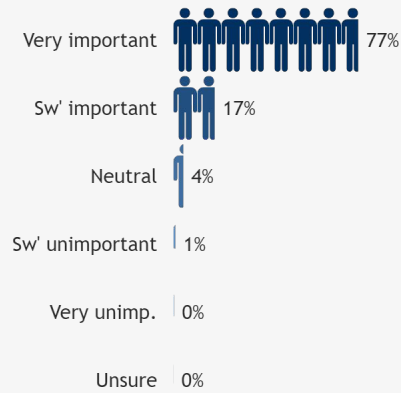
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	66%	75%	77%	76%	61%
Sw' important	22%	20%	15%	13%	27%
Neutral	6%	3%	4%	4%	9%
Sw' unimportant	3%	0%	3%	1%	2%
Very unimp.	3%	2%	1%	3%	0%
Unsure	0%	0%	0%	2%	0%

### By Generic Ballot

Column %	Democrat	Republican
Very important	57%	84%
Sw' important	27%	13%
Neutral	9%	1%
Sw' unimportant	4%	1%
Very unimp.	3%	1%
Unsure	0%	1%

# Economy Importance

When it comes to the economy and lowering the cost of living, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	79%	75%
Sw' important	17%	18%
Neutral	3%	6%
Sw' unimportant	1%	1%
Very unimp.	0%	0%
Unsure	0%	0%

### By Education

Column %	HS	College	Grad+
Very important	88%	72%	62%
Sw' important	10%	20%	27%
Neutral	2%	5%	8%
Sw' unimportant	0%	2%	2%
Very unimp.	0%	0%	1%
Unsure	0%	0%	0%

### By Age

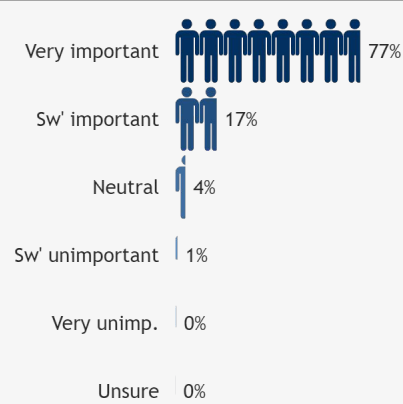
Column %	18-34	35-44	45-54	55-64	65+
Very important	80%	78%	78%	78%	75%
Sw' important	16%	16%	18%	18%	18%
Neutral	4%	6%	4%	3%	5%
Sw' unimportant	0%	1%	0%	2%	1%
Very unimp.	0%	0%	1%	0%	1%
Unsure	0%	0%	0%	0%	0%

### By Race

Column %	White	Black	Other
Very important	74%	89%	82%
Sw' important	20%	9%	12%
Neutral	5%	1%	5%
Sw' unimportant	1%	0%	0%
Very unimp.	0%	0%	1%
Unsure	0%	1%	0%

# Economy Importance (Continued)

When it comes to the economy and lowering the cost of living, how important is this topic to you when casting your vote?



**Actual answer options read:**

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	77%	79%	80%	84%	70%
Sw' important	16%	16%	17%	16%	25%
Neutral	6%	3%	2%	0%	3%
Sw' unimportant	1%	1%	1%	0%	1%
Very unimp.	0%	0%	0%	0%	0%
Unsure	0%	0%	0%	0%	0%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	93%	63%	76%	69%
Sw' important	6%	28%	18%	21%
Neutral	0%	7%	6%	8%
Sw' unimportant	0%	2%	1%	2%
Very unimp.	0%	0%	0%	0%
Unsure	0%	0%	0%	0%

### By DMA

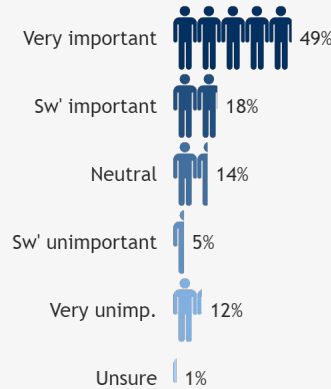
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	73%	77%	80%	85%	76%
Sw' important	19%	18%	16%	10%	21%
Neutral	6%	3%	3%	3%	2%
Sw' unimportant	1%	1%	1%	1%	0%
Very unimp.	0%	0%	0%	0%	0%
Unsure	0%	0%	1%	0%	0%

### By Generic Ballot

Column %	Democrat	Republican
Very important	63%	91%
Sw' important	27%	8%
Neutral	8%	1%
Sw' unimportant	2%	0%
Very unimp.	0%	0%
Unsure	0%	0%

# Transgender Importance

When it comes to transgender issues, including allowing biological men to use women's restrooms and play in women's sports, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	52%	46%
Sw' important	19%	17%
Neutral	15%	13%
Sw' unimportant	4%	5%
Very unimp.	8%	17%
Unsure	1%	2%

### By Education

Column %	HS	College	Grad+
Very important	62%	42%	35%
Sw' important	14%	23%	21%
Neutral	14%	12%	18%
Sw' unimportant	3%	6%	7%
Very unimp.	6%	16%	19%
Unsure	2%	2%	0%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Very important	52%	43%	45%	50%	52%
Sw' important	23%	15%	16%	17%	20%
Neutral	5%	16%	21%	12%	15%
Sw' unimportant	5%	4%	6%	5%	3%
Very unimp.	14%	21%	12%	14%	7%
Unsure	0%	0%	0%	1%	3%

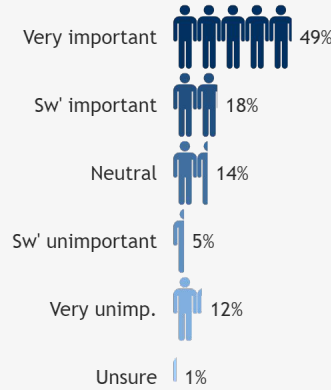
### By Race

Column %	White	Black	Other
Very important	53%	27%	52%
Sw' important	19%	25%	7%
Neutral	13%	20%	18%
Sw' unimportant	3%	9%	7%
Very unimp.	11%	14%	16%
Unsure	1%	5%	0%



# Transgender Importance (Continued)

When it comes to transgender issues, including allowing biological men to use women's restrooms and play in women's sports, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	51%	48%	52%	49%	42%
Sw' important	22%	14%	17%	16%	16%
Neutral	14%	18%	13%	10%	12%
Sw' unimportant	4%	5%	2%	5%	9%
Very unimp.	8%	14%	15%	21%	18%
Unsure	1%	1%	1%	0%	3%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	69%	35%	35%	64%
Sw' important	11%	24%	25%	5%
Neutral	10%	19%	15%	12%
Sw' unimportant	1%	8%	4%	6%
Very unimp.	8%	12%	21%	13%
Unsure	1%	2%	1%	0%

### By DMA

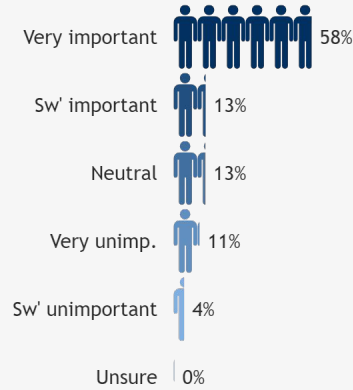
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	45%	48%	54%	58%	50%
Sw' important	20%	14%	21%	18%	17%
Neutral	14%	17%	13%	16%	12%
Sw' unimportant	4%	8%	3%	2%	7%
Very unimp.	16%	12%	7%	5%	14%
Unsure	1%	2%	2%	1%	0%

### By Generic Ballot

Column %	Democrat	Republican
Very important	34%	65%
Sw' important	25%	12%
Neutral	19%	10%
Sw' unimportant	8%	1%
Very unimp.	13%	11%
Unsure	2%	1%

# Parental Rights Importance

When it comes to parental rights, including parents having the right to know what their students are reading and learning in school, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	55%	61%
Sw' important	13%	13%
Neutral	17%	9%
Very unimp.	10%	11%
Sw' unimportant	4%	5%
Unsure	1%	0%

### By Education

Column %	HS	College	Grad+
Very important	72%	50%	39%
Sw' important	8%	18%	18%
Neutral	11%	14%	16%
Very unimp.	5%	12%	21%
Sw' unimportant	3%	5%	6%
Unsure	0%	1%	0%

### By Age

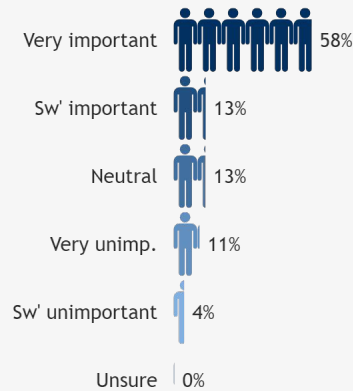
Column %	18-34	35-44	45-54	55-64	65+
Very important	40%	51%	60%	63%	63%
Sw' important	12%	12%	16%	12%	14%
Neutral	13%	18%	9%	14%	13%
Very unimp.	21%	15%	11%	9%	6%
Sw' unimportant	13%	3%	3%	2%	3%
Unsure	1%	0%	1%	0%	0%

### By Race

Column %	White	Black	Other
Very important	55%	60%	71%
Sw' important	12%	22%	10%
Neutral	14%	9%	13%
Very unimp.	13%	7%	4%
Sw' unimportant	5%	1%	2%
Unsure	0%	1%	0%

# Parental Rights Importance (Continued)

When it comes to parental rights, including parents having the right to know what their students are reading and learning in school, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	59%	55%	67%	56%	46%
Sw' important	12%	16%	8%	13%	20%
Neutral	14%	13%	9%	12%	14%
Very unimp.	10%	11%	12%	16%	12%
Sw' unimportant	4%	5%	3%	0%	8%
Unsure	0%	1%	0%	2%	0%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	89%	29%	51%	50%
Sw' important	7%	19%	18%	8%
Neutral	3%	22%	15%	15%
Very unimp.	1%	20%	12%	21%
Sw' unimportant	0%	9%	4%	2%
Unsure	0%	1%	0%	3%

### By DMA

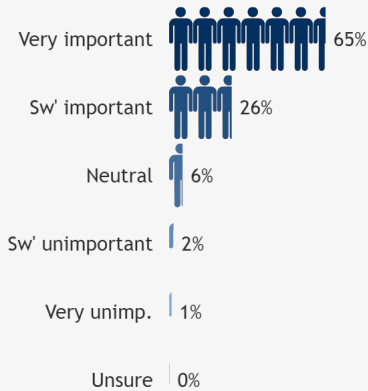
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	51%	57%	68%	64%	56%
Sw' important	13%	19%	9%	11%	16%
Neutral	15%	12%	12%	16%	9%
Very unimp.	14%	9%	7%	7%	12%
Sw' unimportant	6%	3%	3%	2%	6%
Unsure	0%	0%	1%	1%	0%

### By Generic Ballot

Column %	Democrat	Republican
Very important	27%	87%
Sw' important	19%	8%
Neutral	23%	3%
Very unimp.	21%	1%
Sw' unimportant	9%	1%
Unsure	1%	0%

# Healthcare Costs Importance

When it comes to lowering the costs of healthcare, how important is this topic to you when casting your vote?



## Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Very important	71%	58%
Sw' important	22%	30%
Neutral	4%	8%
Sw' unimportant	2%	2%
Very unimp.	1%	1%
Unsure	0%	0%

### By Education

Column %	HS	College	Grad+
Very important	74%	61%	53%
Sw' important	22%	29%	30%
Neutral	4%	6%	10%
Sw' unimportant	0%	2%	5%
Very unimp.	1%	1%	2%
Unsure	0%	1%	0%

### By Age

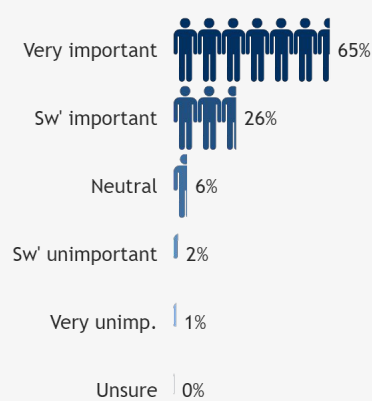
Column %	18-34	35-44	45-54	55-64	65+
Very important	61%	53%	64%	67%	71%
Sw' important	26%	34%	28%	24%	23%
Neutral	6%	10%	5%	7%	3%
Sw' unimportant	7%	1%	1%	1%	1%
Very unimp.	0%	3%	2%	1%	1%
Unsure	0%	0%	0%	0%	0%

### By Race

Column %	White	Black	Other
Very important	62%	80%	70%
Sw' important	29%	14%	19%
Neutral	6%	3%	5%
Sw' unimportant	1%	3%	4%
Very unimp.	1%	0%	2%
Unsure	0%	1%	0%

# Healthcare Costs Importance (Continued)

When it comes to lowering the costs of healthcare, how important is this topic to you when casting your vote?



Actual answer options read:

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Very important	64%	71%	66%	69%	55%
Sw' important	27%	23%	23%	23%	32%
Neutral	6%	4%	7%	5%	6%
Sw' unimportant	2%	0%	2%	0%	6%
Very unimp.	1%	1%	1%	3%	1%
Unsure	0%	0%	0%	0%	0%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Very important	66%	68%	54%	73%
Sw' important	24%	24%	39%	8%
Neutral	7%	4%	4%	14%
Sw' unimportant	1%	3%	1%	2%
Very unimp.	1%	1%	1%	1%
Unsure	0%	0%	0%	2%

### By DMA

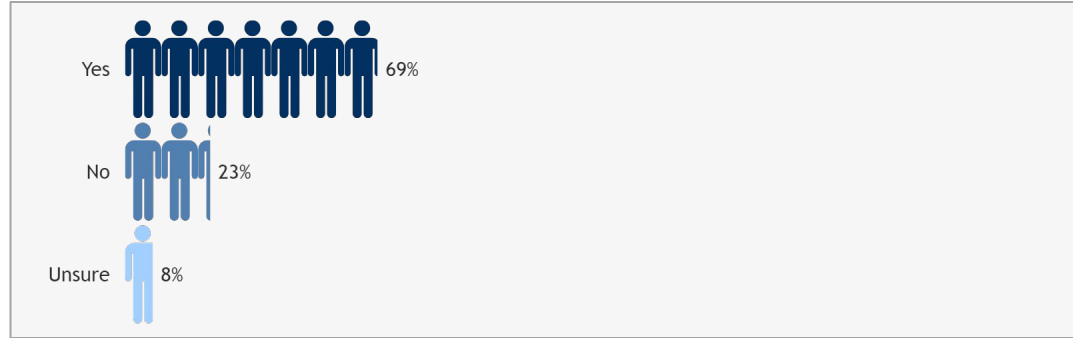
Column %	DC	Norfolk	Richmond	Roanoke	Other
Very important	58%	61%	77%	78%	63%
Sw' important	31%	30%	15%	19%	30%
Neutral	7%	5%	6%	3%	4%
Sw' unimportant	3%	2%	1%	0%	1%
Very unimp.	1%	2%	0%	1%	2%
Unsure	0%	0%	1%	0%	0%

### By Generic Ballot

Column %	Democrat	Republican
Very important	67%	62%
Sw' important	25%	27%
Neutral	4%	8%
Sw' unimportant	2%	1%
Very unimp.	1%	1%
Unsure	0%	0%

# Notify Parents

Do you support school officials being required to notify parents of any school curriculum that contains sexually explicit content or sexually explicit images?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	69%	69%
No	23%	24%
Unsure	8%	7%

### By Education

Column %	HS	College	Grad+
Yes	80%	64%	54%
No	15%	26%	36%
Unsure	5%	10%	10%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	57%	61%	72%	79%	69%
No	35%	32%	21%	14%	21%
Unsure	8%	6%	7%	7%	9%

### By Race

Column %	White	Black	Other
Yes	66%	83%	75%
No	27%	12%	12%
Unsure	7%	5%	13%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	69%	71%	70%	73%	64%
No	25%	20%	22%	27%	24%
Unsure	7%	10%	8%	1%	12%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Yes	94%	47%	66%	51%
No	2%	42%	24%	42%
Unsure	4%	10%	11%	8%

### By DMA

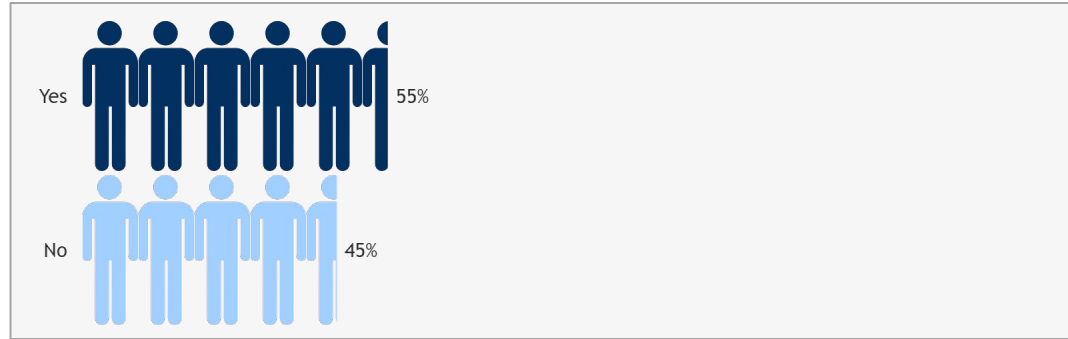
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	61%	73%	75%	77%	70%
No	29%	21%	19%	16%	23%
Unsure	9%	7%	6%	7%	7%

### By Generic Ballot

Column %	Democrat	Republican
Yes	43%	94%
No	45%	2%
Unsure	12%	4%

# Removing Books From School Libraries

Should some books be removed from public school libraries if they are determined to be sexually explicit?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	54%	56%
No	46%	44%

### By Education

Column %	HS	College	Grad+
Yes	66%	49%	39%
No	34%	51%	61%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	39%	50%	58%	59%	59%
No	61%	50%	42%	41%	41%

### By Race

Column %	White	Black	Other
Yes	53%	56%	63%
No	47%	44%	37%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	55%	53%	60%	56%	50%
No	45%	47%	40%	44%	50%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Yes	86%	23%	54%	41%
No	14%	77%	46%	59%

### By DMA

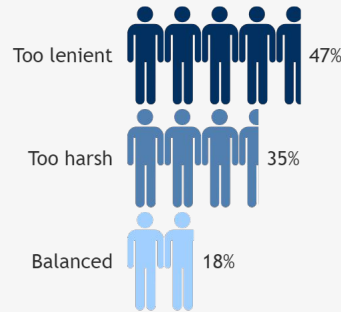
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	49%	50%	65%	61%	57%
No	51%	50%	35%	39%	43%

### By Generic Ballot

Column %	Democrat	Republican
Yes	22%	86%
No	78%	14%

# Criminal Justice Views

Which of the following statements is closest to your views on criminal justice and public safety in Virginia?



## Actual answer options read:

- The criminal justice system is releasing too many violent criminals back on the streets and is not harsh enough when it comes to prosecuting those who have committed a crime
- The criminal justice system imprisons too many Virginians and unfairly impacts minority communities
- The criminal justice system is working properly to balance justice with ensuring those who deserve a second chance are able to earn one

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Too lenient	45%	49%
Too harsh	38%	32%
Balanced	17%	20%

### By Education

Column %	HS	College	Grad+
Too lenient	57%	39%	36%
Too harsh	30%	41%	39%
Balanced	13%	20%	25%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Too lenient	25%	35%	55%	58%	50%
Too harsh	64%	38%	28%	29%	29%
Balanced	11%	26%	17%	13%	21%

### By Race

Column %	White	Black	Other
Too lenient	50%	24%	51%
Too harsh	32%	60%	31%
Balanced	18%	16%	19%

### By Last 4 Generals

Column %	4	3	2	1	0
Too lenient	48%	47%	46%	48%	38%
Too harsh	34%	40%	40%	30%	33%
Balanced	18%	13%	14%	22%	29%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Too lenient	83%	16%	43%	26%
Too harsh	6%	59%	35%	67%
Balanced	10%	25%	22%	7%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Too lenient	43%	47%	47%	53%	48%
Too harsh	36%	36%	36%	30%	38%
Balanced	21%	17%	17%	17%	13%

### By Generic Ballot

Column %	Democrat	Republican
Too lenient	16%	78%
Too harsh	60%	11%
Balanced	25%	12%



# Abortion Position

What position on abortion are you most comfortable with?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Up to 15 weeks	36%	34%
26 weeks + exceptions	28%	31%
Never Legal	16%	22%
Until birth	21%	13%

### By Education

Column %	HS	College	Grad+
Up to 15 weeks	41%	33%	26%
26 weeks + exceptions	23%	32%	40%
Never Legal	23%	17%	13%
Until birth	14%	19%	22%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Up to 15 weeks	26%	25%	35%	40%	39%
26 weeks + exceptions	26%	43%	28%	28%	27%
Never Legal	10%	16%	19%	22%	21%
Until birth	37%	15%	18%	10%	13%

### By Race

Column %	White	Black	Other
Up to 15 weeks	34%	39%	36%
26 weeks + exceptions	28%	39%	27%
Never Legal	21%	7%	17%
Until birth	17%	15%	19%

### By Last 4 Generals

Column %	4	3	2	1	0
Up to 15 weeks	36%	36%	26%	49%	29%
26 weeks + exceptions	29%	30%	28%	21%	32%
Never Legal	18%	22%	24%	12%	11%
Until birth	16%	12%	21%	18%	27%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Up to 15 weeks	47%	22%	36%	25%
26 weeks + exceptions	10%	47%	32%	27%
Never Legal	38%	3%	13%	15%
Until birth	4%	28%	19%	33%

### By DMA

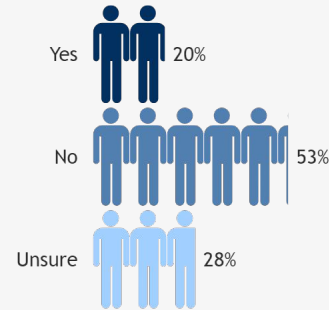
Column %	DC	Norfolk	Richmond	Roanoke	Other
Up to 15 weeks	32%	38%	37%	33%	38%
26 weeks + exceptions	33%	37%	20%	28%	21%
Never Legal	13%	13%	25%	26%	31%
Until birth	22%	12%	18%	13%	10%

### By Generic Ballot

Column %	Democrat	Republican
Up to 15 weeks	21%	47%
26 weeks + exceptions	47%	13%
Never Legal	2%	36%
Until birth	30%	4%

# Cand. w/ Different Abortion Views

Would you vote for a Virginia General Assembly candidate with a different view of abortion than your own?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	17%	22%
No	57%	48%
Unsure	26%	29%

### By Education

Column %	HS	College	Grad+
Yes	21%	20%	17%
No	48%	58%	56%
Unsure	31%	23%	27%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	25%	24%	19%	18%	17%
No	53%	45%	45%	61%	55%
Unsure	23%	31%	36%	21%	29%

### By Race

Column %	White	Black	Other
Yes	16%	27%	34%
No	56%	45%	42%
Unsure	28%	28%	24%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	19%	17%	20%	15%	29%
No	53%	55%	50%	45%	54%
Unsure	29%	27%	29%	40%	17%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Yes	21%	14%	23%	24%
No	44%	67%	48%	31%
Unsure	34%	19%	29%	45%

### By DMA

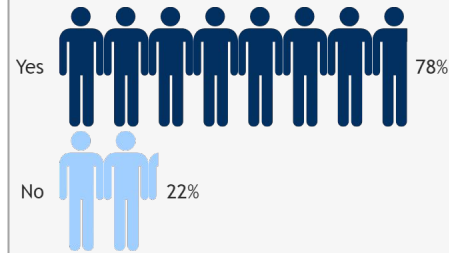
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	25%	16%	18%	20%	8%
No	51%	56%	55%	47%	57%
Unsure	24%	28%	27%	32%	35%

### By Generic Ballot

Column %	Democrat	Republican
Yes	15%	24%
No	65%	42%
Unsure	20%	34%

# Reduced Personal Spending

Thinking back to the past 12 months, have you chosen to reduce personal spending on non-essential activities or purchases because of the rising national cost of living impacting families across the country?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	78%	78%
No	22%	22%

### By Education

Column %	HS	College	Grad+
Yes	85%	74%	67%
No	15%	26%	33%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	90%	79%	81%	79%	70%
No	10%	21%	19%	21%	30%

### By Race

Column %	White	Black	Other
Yes	77%	80%	84%
No	23%	20%	16%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	74%	81%	88%	80%	76%
No	26%	19%	12%	20%	24%

### By Self-Reported Party

Column %	Repub.	Dem.	Ind.	Other
Yes	91%	64%	76%	93%
No	9%	36%	24%	7%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	73%	79%	83%	83%	77%
No	27%	21%	17%	17%	23%

### By Generic Ballot

Column %	Democrat	Republican
Yes	64%	91%
No	36%	9%



# Methodology and Demographics

Fielded On: October 29-31, 2023

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Method: Mobile Text Response and Landline Interviews

-

Population & Sample Description:

1,185 Likely General Election Voters

-

MoE: +/- 2.85%

-

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

-

For information, contact:

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Executive Director

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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

	%
HS	46%
College	31%
Grad+	23%

## Race

	%
White	75%
Black	13%
Other	11%

## Ideology

	%
Conserv.	38%
Liberal	24%
Moderate	38%

## Self-Reported Party

	%
Repub.	38%
Dem.	38%
Ind.	20%
Other	4%

## Last 4 Generals

	%
4	49%
3	23%
2	11%
1	6%
0	12%

## DMA

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

## Generic Ballot

	%
Democrat	50%
Republican	50%