



**Founders
Insight**
PUBLIC POLICY RESEARCH

Virginia Energy Study

December 11th, 2023

Top Lines

Q1:Climate Change Concern

%	
Yes	55%
No	36%
Unsure	9%

Q2:Energy Independent

%	
Yes	84%
No	8%
Unsure	8%

Q3:More Important

%	
Cost	58%
Climate	31%
Unsure	11%

Q4:Green Energy Opinion

%	
Favorable	59%
Unfavorable	29%
Unsure	12%

Q5:Fossil Fuel Opinion

%	
Favorable	54%
Unfavorable	33%
Unsure	14%

Q6:Nuclear Power Plants Opinion

%	
Favorable	55%
Unfavorable	20%
Unsure	25%

Q7:Most Critical Energy Source

%	
Wind and Solar	41%
Fossil Fuel	27%
Nuclear Power	26%
Unsure	5%

Q8:No Carbon Emissions

%	
More likely	62%
Less likely	14%
No Diff	24%

Q9:Nuclear Power Is Reliable

%	
More likely	64%
Less likely	12%
No Diff	24%

Top Lines

Q10:Not Impacted By Weather

%	
More likely	64%
Less Likely	10%
No Diff	26%

Q11:Lower Energy Costs

%	
More likely	70%
Less likely	8%
No Diff	22%

Q12:Small Modular Reactors SMRs

%	
More likely	69%
Less likely	10%
No Diff	22%

Q13:SMRs Efficient and Unobtrusive

%	
More likely	70%
Less likely	9%
No Diff	21%

Q14:Less Radioactive Waste

%	
More likely	71%
Less likely	9%
No Diff	20%

Q15:France World Leader

%	
More likely	68%
Less likely	9%
No Diff	23%

Q16:China/Russia Nuclear Energy

%	
More likely	61%
Less likely	12%
No Diff	27%

Q17:First Nuclear Plant 1968

%	
More likely	69%
Less likely	10%
No Diff	21%

Q18:US Navy Nuclear Reactors

%	
More likely	69%
Less likely	9%
No Diff	22%

Top Lines

Q19:Coal Cost

	%
More likely	75%
Less likely	8%
No Diff	17%

Q20:Informed Energy Source

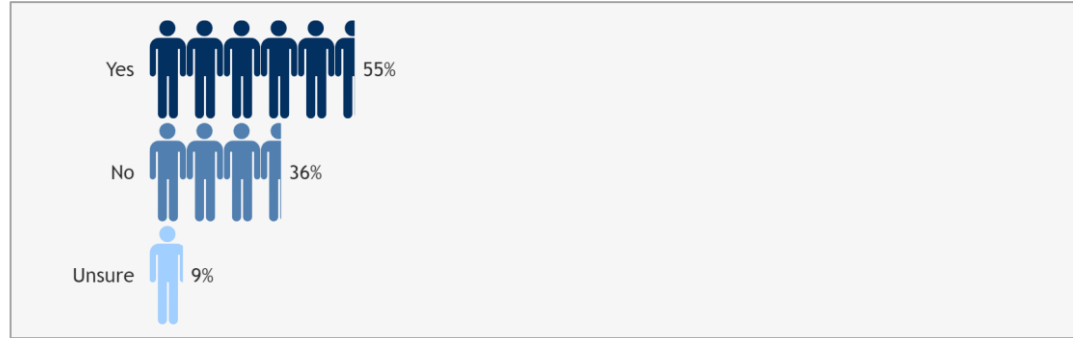
	%
Nuclear Power	44%
Wind and Solar	30%
Fossil Fuel	16%
Unsure	10%

Q21:Informed Nuclear Power

	%
Yes	70%
No	12%
Unsure	18%

Climate Change Concern

Are you concerned that human-caused climate change will have a significant, negative effect on you or others in the next 20 years?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	62%	48%
No	30%	42%
Unsure	8%	10%

By Education

Column %	HS	College	Grad+
Yes	51%	56%	64%
No	39%	35%	29%
Unsure	10%	9%	7%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	27%	63%	93%
No	62%	26%	3%
Unsure	11%	11%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	55%	64%	55%	53%	54%
No	33%	33%	39%	40%	33%
Unsure	12%	3%	6%	6%	13%

By Race

Column %	White	Black	Other
Yes	50%	75%	65%
No	40%	18%	26%
Unsure	10%	7%	8%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	56%	57%	57%	50%	54%
No	35%	35%	29%	39%	39%
Unsure	9%	8%	14%	10%	6%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	88%	22%	54%	45%
No	5%	67%	36%	46%
Unsure	7%	11%	10%	9%

By DMA

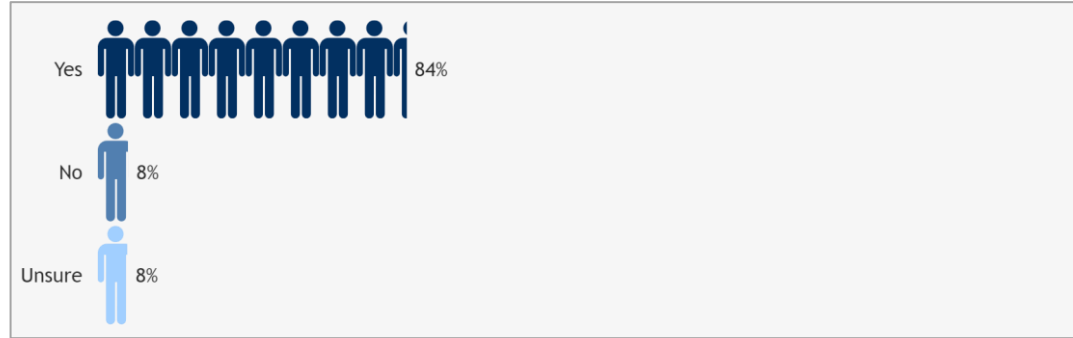
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	59%	59%	53%	41%	57%
No	33%	34%	40%	47%	27%
Unsure	8%	7%	8%	12%	16%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Yes	84%	25%	39%	72%
No	11%	64%	48%	16%
Unsure	5%	12%	13%	12%

Energy Independent

Do you feel that the United States should be "energy independent" and not rely on foreign countries to supply the resources we need, here at home?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	83%	84%
No	8%	9%
Unsure	9%	7%

By Education

Column %	HS	College	Grad+
Yes	86%	84%	79%
No	9%	7%	10%
Unsure	5%	10%	12%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	92%	79%	76%
No	5%	10%	11%
Unsure	2%	11%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	74%	82%	85%	86%	86%
No	14%	10%	7%	6%	7%
Unsure	12%	8%	8%	7%	7%

By Race

Column %	White	Black	Other
Yes	85%	82%	74%
No	7%	12%	14%
Unsure	8%	6%	11%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	83%	83%	89%	83%	85%
No	9%	9%	3%	14%	4%
Unsure	8%	8%	8%	3%	11%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	78%	93%	79%	68%
No	11%	3%	15%	5%
Unsure	11%	4%	6%	27%

By DMA

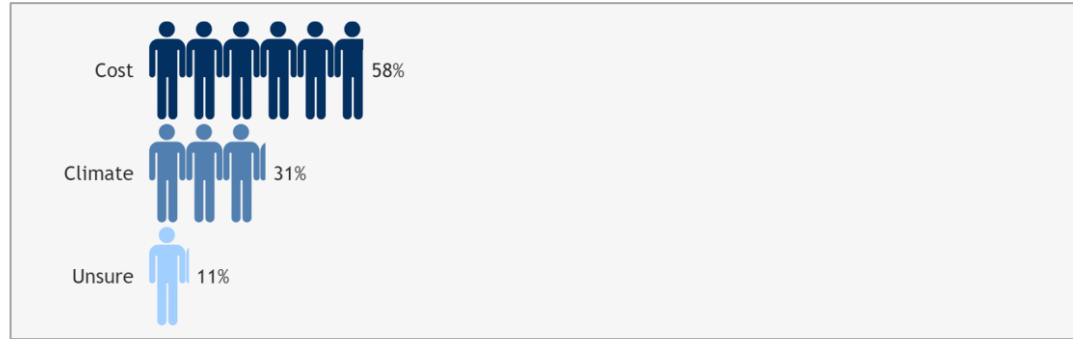
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	82%	87%	84%	88%	76%
No	7%	7%	10%	4%	14%
Unsure	10%	6%	6%	7%	10%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Yes	78%	89%	88%	81%
No	10%	7%	6%	8%
Unsure	12%	4%	6%	11%

More Important

Which of these issues do you believe is more important for your government and community leaders to be focused on, in the near future?



Critical Crosstabs:

By Gender

Column %	Female	Male
Cost	55%	62%
Climate	32%	30%
Unsure	13%	8%

By Education

Column %	HS	College	Grad+
Cost	66%	56%	43%
Climate	20%	34%	50%
Unsure	14%	9%	6%

By Ideology

Column %	Conserv.	Moderate	Liberal
Cost	81%	51%	28%
Climate	10%	32%	66%
Unsure	9%	17%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Cost	45%	56%	63%	68%	55%
Climate	40%	40%	31%	23%	30%
Unsure	15%	4%	6%	9%	15%

By Race

Column %	White	Black	Other
Cost	61%	46%	53%
Climate	31%	28%	40%
Unsure	9%	26%	7%

By Last 4 Generals

Column %	4	3	2	1	0
Cost	51%	65%	72%	66%	53%
Climate	36%	28%	21%	31%	30%
Unsure	13%	7%	8%	4%	17%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Cost	32%	84%	57%	74%
Climate	55%	8%	30%	19%
Unsure	13%	8%	13%	7%

By DMA

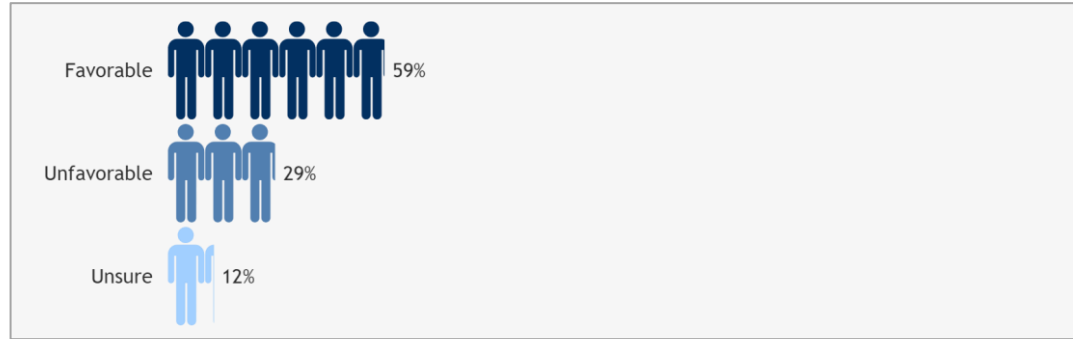
Column %	DC	Norfolk	Richmond	Roanoke	Other
Cost	49%	61%	63%	74%	55%
Climate	42%	29%	21%	17%	33%
Unsure	9%	10%	16%	10%	11%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Cost	31%	84%	73%	63%
Climate	57%	7%	19%	19%
Unsure	12%	10%	8%	18%

Green Energy Opinion

What is your opinion of "green energy" sources like wind and solar power?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	61%	56%
Unfavorable	23%	35%
Unsure	16%	9%

By Education

Column %	HS	College	Grad+
Favorable	49%	64%	72%
Unfavorable	35%	28%	19%
Unsure	16%	9%	9%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	33%	72%	83%
Unfavorable	51%	17%	10%
Unsure	16%	12%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	71%	75%	56%	56%	50%
Unfavorable	21%	20%	30%	34%	33%
Unsure	8%	5%	15%	10%	17%

By Race

Column %	White	Black	Other
Favorable	57%	60%	69%
Unfavorable	32%	19%	24%
Unsure	12%	21%	7%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	55%	56%	60%	58%	73%
Unfavorable	32%	32%	25%	31%	18%
Unsure	14%	12%	15%	11%	9%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	84%	30%	62%	70%
Unfavorable	7%	54%	26%	22%
Unsure	9%	16%	13%	8%

By DMA

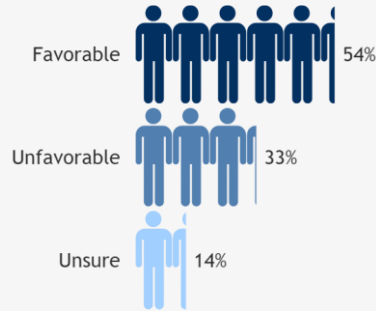
Column %	DC	Norfolk	Richmond	Roanoke	Other
Favorable	65%	68%	45%	50%	50%
Unfavorable	23%	26%	35%	38%	35%
Unsure	12%	6%	20%	12%	15%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Favorable	95%	18%	41%	67%
Unfavorable	1%	58%	45%	18%
Unsure	4%	24%	14%	15%

Fossil Fuel Opinion

What is your opinion of "fossil fuel" energy sources like coal, oil, and natural gas?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	49%	59%
Unfavorable	34%	31%
Unsure	17%	10%

By Education

Column %	HS	College	Grad+
Favorable	64%	49%	41%
Unfavorable	20%	40%	48%
Unsure	16%	12%	12%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	86%	43%	15%
Unfavorable	7%	38%	68%
Unsure	8%	18%	17%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	46%	41%	56%	64%	54%
Unfavorable	44%	45%	31%	27%	27%
Unsure	9%	14%	13%	9%	18%

By Race

Column %	White	Black	Other
Favorable	57%	35%	53%
Unfavorable	33%	36%	28%
Unsure	10%	29%	19%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	55%	55%	46%	63%	47%
Unfavorable	33%	26%	32%	26%	45%
Unsure	11%	19%	22%	11%	8%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	18%	91%	55%	60%
Unfavorable	59%	4%	34%	27%
Unsure	23%	5%	12%	13%

By DMA

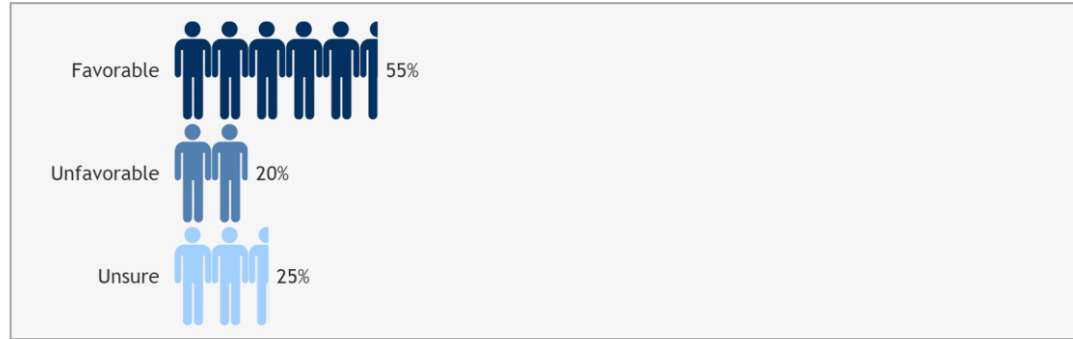
Column %	DC	Norfolk	Richmond	Roanoke	Other
Favorable	48%	47%	62%	65%	60%
Unfavorable	39%	30%	28%	23%	33%
Unsure	13%	23%	10%	12%	7%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Favorable	22%	90%	67%	46%
Unfavorable	61%	4%	19%	25%
Unsure	17%	6%	14%	30%

Nuclear Power Plants Opinion

What is your opinion of nuclear power plants?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	40%	72%
Unfavorable	25%	14%
Unsure	35%	14%

By Education

Column %	HS	College	Grad+
Favorable	45%	62%	65%
Unfavorable	21%	19%	18%
Unsure	34%	19%	17%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	66%	49%	44%
Unfavorable	13%	22%	27%
Unsure	20%	28%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	64%	61%	55%	51%	51%
Unfavorable	12%	22%	23%	24%	18%
Unsure	24%	18%	22%	25%	31%

By Race

Column %	White	Black	Other
Favorable	60%	33%	44%
Unfavorable	16%	28%	38%
Unsure	24%	39%	17%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	59%	50%	51%	49%	56%
Unfavorable	16%	25%	29%	29%	14%
Unsure	26%	25%	20%	22%	31%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	48%	65%	50%	44%
Unfavorable	21%	14%	31%	24%
Unsure	31%	22%	19%	32%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Favorable	55%	57%	53%	54%	55%
Unfavorable	17%	20%	23%	21%	20%
Unsure	28%	23%	23%	25%	24%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Favorable	38%	51%	91%	30%
Unfavorable	29%	22%	2%	20%
Unsure	33%	27%	7%	49%

Nuclear Power Open Ended (Open Ended)

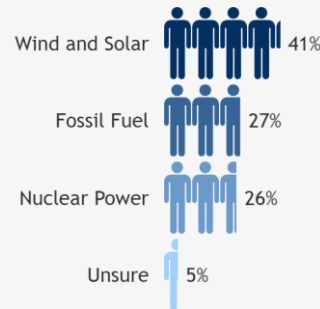
When you think of "Nuclear Power," what is the first word that comes to mind?

932 Verbatim Responses



Most Critical Energy Source

Which energy source do you believe is the most critical for Virginia and the United States to develop and expand to improve the current challenges around energy cost and availability?



Critical Crosstabs:

By Gender

Column %	Female	Male
Wind and Solar	47%	35%
Fossil Fuel	30%	24%
Nuclear Power	17%	37%
Unsure	6%	4%

By Education

Column %	HS	College	Grad+
Wind and Solar	37%	42%	50%
Fossil Fuel	37%	22%	16%
Nuclear Power	22%	30%	30%
Unsure	4%	7%	4%

By Ideology

Column %	Conserv.	Moderate	Liberal
Wind and Solar	19%	50%	68%
Fossil Fuel	45%	19%	9%
Nuclear Power	32%	27%	15%
Unsure	4%	4%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Wind and Solar	54%	52%	41%	38%	35%
Fossil Fuel	15%	13%	26%	36%	33%
Nuclear Power	27%	32%	29%	22%	24%
Unsure	4%	3%	4%	4%	7%

By Race

Column %	White	Black	Other
Wind and Solar	38%	45%	58%
Fossil Fuel	28%	28%	22%
Nuclear Power	29%	16%	17%
Unsure	4%	11%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Wind and Solar	39%	36%	52%	40%	48%
Fossil Fuel	29%	36%	20%	21%	21%
Nuclear Power	26%	20%	26%	37%	28%
Unsure	6%	7%	1%	2%	3%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Wind and Solar	63%	17%	47%	42%
Fossil Fuel	12%	48%	21%	17%
Nuclear Power	18%	34%	25%	35%
Unsure	8%	2%	7%	5%

By DMA

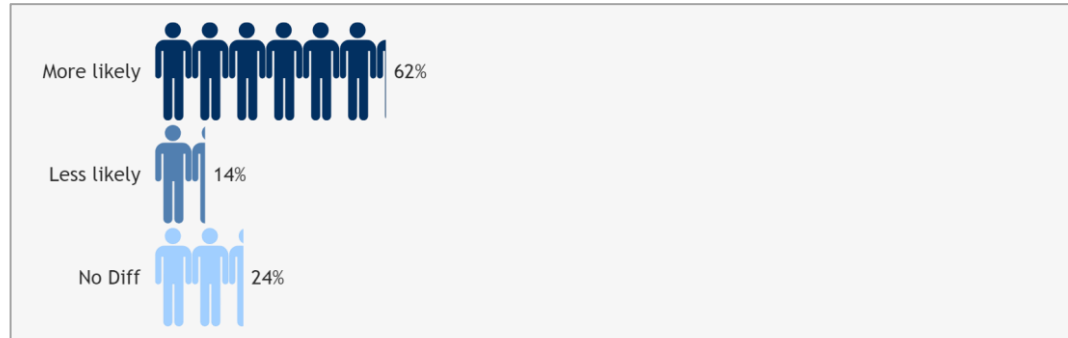
Column %	DC	Norfolk	Richmond	Roanoke	Other
Wind and Solar	48%	47%	34%	29%	36%
Fossil Fuel	22%	26%	32%	34%	34%
Nuclear Power	26%	21%	29%	29%	28%
Unsure	5%	5%	5%	8%	2%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Wind and Solar	100%	0%	0%	0%
Fossil Fuel	0%	100%	0%	0%
Nuclear Power	0%	0%	100%	0%
Unsure	0%	0%	0%	100%

No Carbon Emissions

Modern, high-tech nuclear reactors produce no carbon emissions and do not contribute to global warming or climate change. Does that make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	59%	67%
Less likely	16%	11%
No Diff	25%	22%

By Education

Column %	HS	College	Grad+
More likely	54%	69%	71%
Less likely	21%	8%	7%
No Diff	26%	23%	22%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	65%	62%	60%
Less likely	14%	15%	11%
No Diff	21%	23%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	77%	58%	60%	69%	56%
Less likely	6%	10%	10%	11%	22%
No Diff	17%	33%	30%	21%	22%

By Race

Column %	White	Black	Other
More likely	65%	57%	54%
Less likely	11%	27%	17%
No Diff	25%	15%	28%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	67%	56%	54%	67%	60%
Less likely	14%	16%	14%	10%	12%
No Diff	19%	28%	32%	24%	29%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	66%	62%	58%	48%
Less likely	11%	14%	19%	11%
No Diff	23%	24%	23%	41%

By DMA

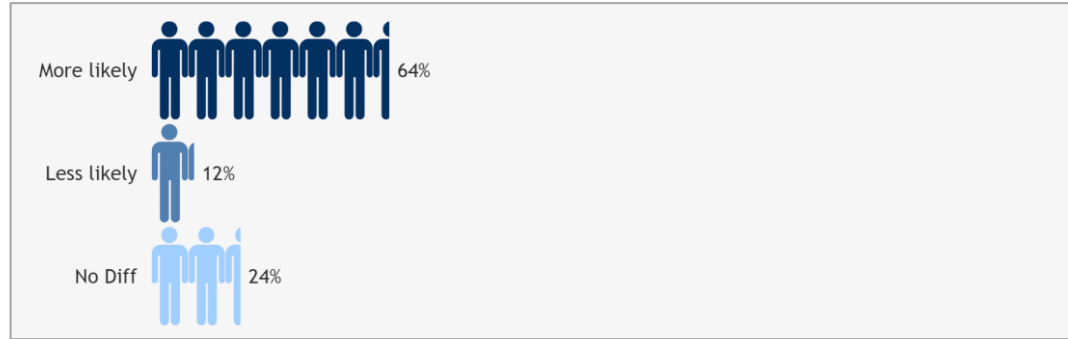
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	66%	60%	66%	58%	53%
Less likely	11%	17%	10%	15%	21%
No Diff	23%	22%	25%	26%	26%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	56%	49%	86%	66%
Less likely	16%	22%	1%	17%
No Diff	28%	29%	13%	17%

Nuclear Power Is Reliable

Nuclear power provides reliable energy regardless of the weather, foreign wars, supply chain problems, and other common influences. Does that make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	58%	72%
Less likely	14%	8%
No Diff	28%	19%

By Education

Column %	HS	College	Grad+
More likely	57%	70%	71%
Less likely	17%	8%	6%
No Diff	26%	22%	23%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	73%	62%	54%
Less likely	10%	12%	15%
No Diff	18%	26%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	81%	57%	66%	66%	59%
Less likely	5%	9%	10%	12%	16%
No Diff	14%	34%	25%	22%	25%

By Race

Column %	White	Black	Other
More likely	68%	55%	54%
Less likely	9%	16%	20%
No Diff	23%	28%	26%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	66%	61%	54%	68%	69%
Less likely	11%	14%	14%	9%	8%
No Diff	22%	25%	32%	23%	23%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	63%	69%	58%	59%
Less likely	10%	11%	17%	9%
No Diff	27%	20%	25%	32%

By DMA

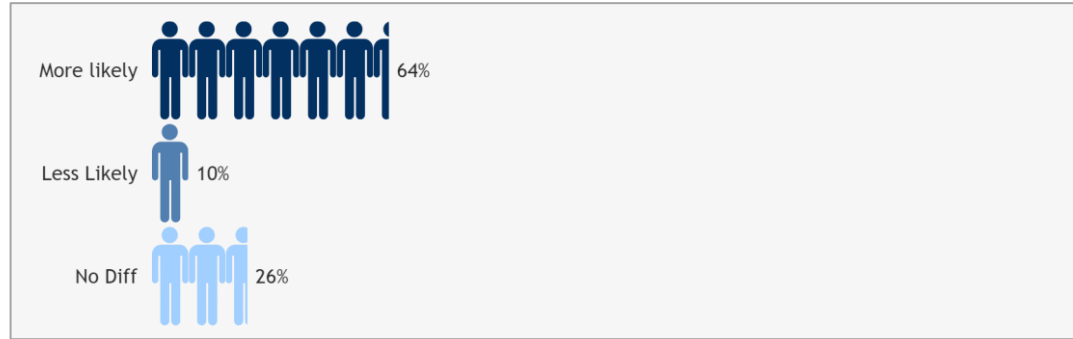
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	65%	63%	68%	61%	63%
Less likely	12%	12%	8%	14%	15%
No Diff	24%	25%	25%	25%	23%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	54%	53%	93%	60%
Less likely	14%	19%	0%	9%
No Diff	32%	28%	7%	31%

Not Impacted By Weather

Over the 2022 Christmas holiday, thousands of Virginia families were left without power, and many waited days for their electricity to be turned back on. Nuclear energy is reliable and is not susceptible to changes in weather conditions or other natural influences. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	61%	67%
Less Likely	11%	8%
No Diff	27%	25%

By Education

Column %	HS	College	Grad+
More likely	64%	65%	65%
Less Likely	13%	7%	7%
No Diff	23%	28%	28%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	76%	56%	56%
Less Likely	8%	12%	11%
No Diff	16%	32%	32%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	73%	59%	62%	69%	61%
Less Likely	5%	7%	8%	12%	13%
No Diff	22%	34%	30%	19%	26%

By Race

Column %	White	Black	Other
More likely	67%	59%	52%
Less Likely	7%	17%	22%
No Diff	26%	24%	26%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	64%	65%	56%	72%	66%
Less Likely	11%	12%	7%	6%	10%
No Diff	26%	24%	37%	21%	24%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	60%	73%	57%	49%
Less Likely	10%	7%	14%	30%
No Diff	30%	20%	29%	21%

By DMA

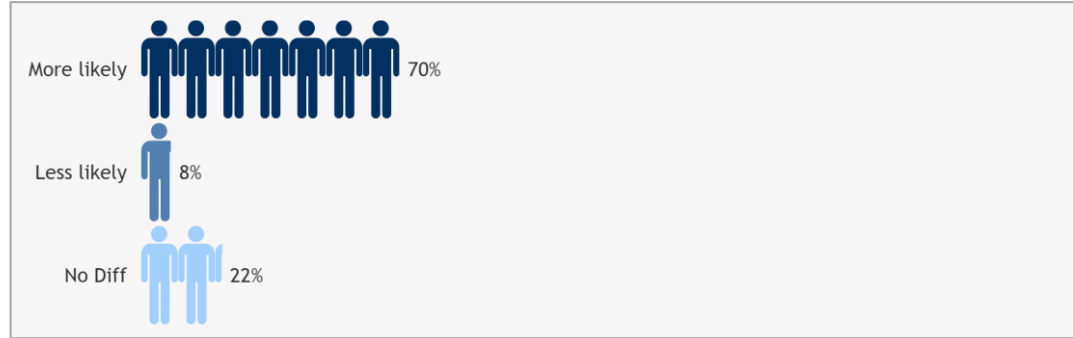
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	63%	59%	65%	73%	64%
Less Likely	12%	9%	8%	6%	11%
No Diff	24%	32%	27%	21%	25%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	55%	57%	88%	58%
Less Likely	10%	15%	2%	19%
No Diff	35%	27%	10%	23%

Lower Energy Costs

Expanding the use and production of nuclear power in Virginia would lower energy costs for Virginia households and local businesses, leading to lower costs for goods and services across the board. Does that make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	65%	76%
Less likely	9%	7%
No Diff	26%	17%

By Education

Column %	HS	College	Grad+
More likely	68%	72%	71%
Less likely	9%	7%	8%
No Diff	23%	21%	21%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	79%	68%	57%
Less likely	7%	9%	9%
No Diff	14%	23%	33%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	84%	62%	67%	69%	70%
Less likely	1%	10%	7%	8%	11%
No Diff	15%	28%	26%	24%	19%

By Race

Column %	White	Black	Other
More likely	72%	71%	52%
Less likely	6%	17%	10%
No Diff	21%	12%	38%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	72%	69%	61%	71%	70%
Less likely	7%	12%	7%	10%	7%
No Diff	21%	19%	32%	19%	24%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	68%	77%	60%	55%
Less likely	7%	6%	15%	11%
No Diff	25%	17%	25%	33%

By DMA

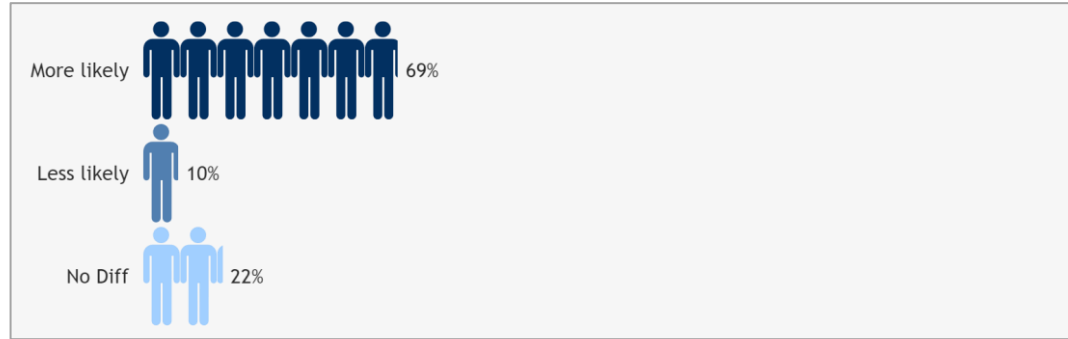
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	67%	67%	73%	80%	68%
Less likely	9%	10%	6%	6%	9%
No Diff	24%	23%	21%	14%	23%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	57%	68%	92%	77%
Less likely	10%	11%	1%	12%
No Diff	33%	21%	7%	11%

Small Modular Reactors SMRs

A new focus on nuclear power would allow for the construction of a new technology called "Small Modular Reactors". These "SMRs" are compact nuclear energy facilities designed for more convenient locations and enhanced safety. Because they are easy to build they offer additional benefits for more rural areas with smaller electrical grids like southwest Virginia. Does that make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	65%	73%
Less likely	10%	9%
No Diff	24%	18%

By Education

Column %	HS	College	Grad+
More likely	64%	74%	72%
Less likely	12%	7%	7%
No Diff	23%	19%	20%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	75%	67%	62%
Less likely	8%	10%	13%
No Diff	18%	23%	25%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	81%	67%	70%	67%	65%
Less likely	0%	3%	7%	13%	15%
No Diff	19%	30%	23%	20%	19%

By Race

Column %	White	Black	Other
More likely	72%	58%	59%
Less likely	8%	13%	15%
No Diff	20%	29%	25%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	73%	63%	63%	68%	69%
Less likely	10%	13%	10%	7%	6%
No Diff	17%	24%	27%	25%	25%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	66%	75%	61%	74%
Less likely	10%	8%	12%	11%
No Diff	24%	17%	27%	15%

By DMA

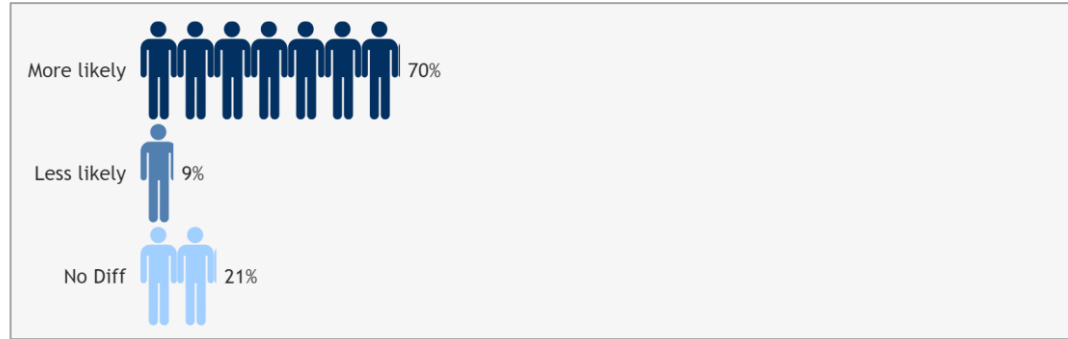
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	68%	71%	66%	75%	67%
Less likely	11%	7%	9%	7%	12%
No Diff	21%	22%	25%	19%	21%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	64%	57%	91%	62%
Less likely	9%	18%	0%	17%
No Diff	27%	25%	8%	21%

SMRs Efficient and Unobtrusive

SMRs are efficient and unobtrusive, requiring 10% of the space of a traditional nuclear power plant. They are small enough to fit into a large living room or on the back of a semi-truck, while still producing enough clean energy to power a small city. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	66%	75%
Less likely	10%	7%
No Diff	24%	17%

By Education

Column %	HS	College	Grad+
More likely	68%	73%	72%
Less likely	11%	8%	6%
No Diff	21%	19%	21%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	80%	66%	62%
Less likely	7%	11%	10%
No Diff	13%	24%	27%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	82%	60%	66%	74%	70%
Less likely	1%	12%	9%	8%	12%
No Diff	17%	28%	25%	19%	18%

By Race

Column %	White	Black	Other
More likely	74%	61%	59%
Less likely	7%	18%	9%
No Diff	19%	21%	32%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	75%	66%	62%	71%	68%
Less likely	7%	12%	12%	12%	7%
No Diff	18%	22%	27%	17%	25%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	69%	78%	60%	55%
Less likely	8%	7%	16%	12%
No Diff	23%	15%	24%	33%

By DMA

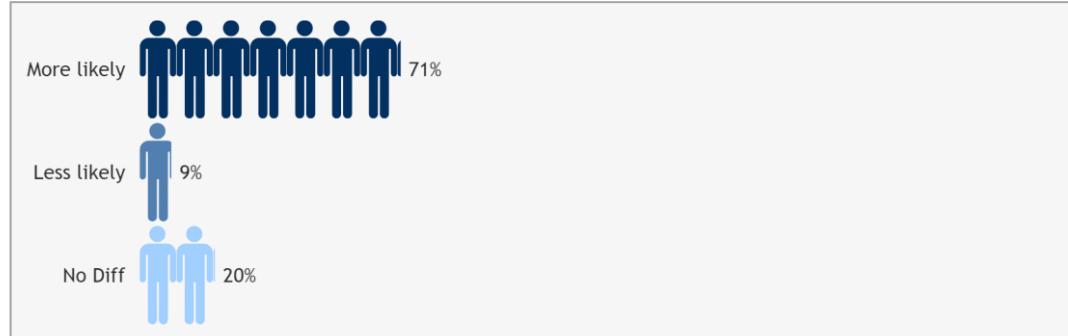
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	71%	67%	69%	76%	72%
Less likely	8%	11%	7%	7%	13%
No Diff	21%	22%	24%	17%	15%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	61%	64%	94%	69%
Less likely	11%	13%	2%	8%
No Diff	29%	23%	5%	23%

Less Radioactive Waste

Modern, high-tech nuclear energy plants create significantly less radioactive waste than older facilities, and Virginia requires safe disposal and storage, preventing danger to health or the environment. Does that make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	65%	78%
Less likely	9%	8%
No Diff	26%	15%

By Education

Column %	HS	College	Grad+
More likely	66%	74%	75%
Less likely	11%	6%	8%
No Diff	23%	20%	17%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	79%	65%	67%
Less likely	7%	10%	9%
No Diff	14%	25%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	82%	67%	71%	75%	66%
Less likely	3%	8%	5%	7%	14%
No Diff	15%	26%	24%	17%	21%

By Race

Column %	White	Black	Other
More likely	75%	56%	62%
Less likely	7%	16%	9%
No Diff	18%	28%	30%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	75%	66%	64%	66%	72%
Less likely	8%	12%	10%	10%	5%
No Diff	17%	22%	27%	23%	22%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	69%	78%	62%	56%
Less likely	8%	7%	12%	11%
No Diff	23%	15%	26%	33%

By DMA

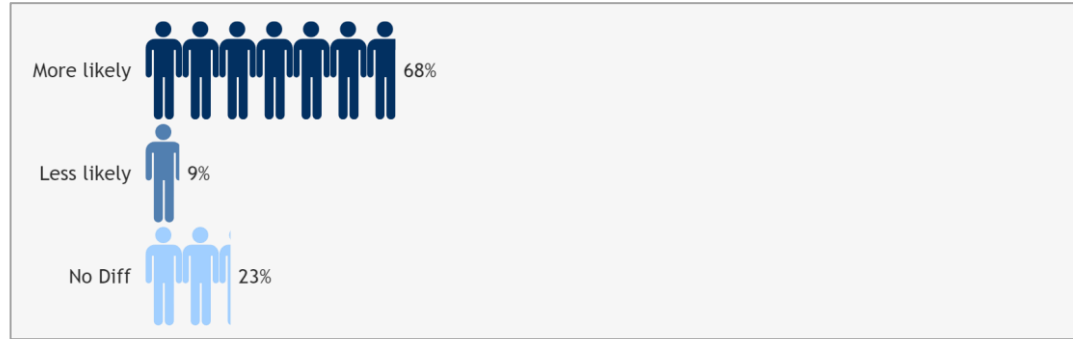
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	72%	67%	69%	73%	75%
Less likely	7%	10%	8%	9%	13%
No Diff	21%	23%	23%	18%	12%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	64%	65%	90%	62%
Less likely	10%	13%	2%	8%
No Diff	27%	22%	8%	31%

France World Leader

France is the world leader in nuclear energy, which accounts for over 70% of their total energy production, with lower energy costs than all of their neighboring countries and carbon emissions being one-third of the United States per person. Many European countries are leading the way in clean energy, while the United States is falling behind. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	66%	70%
Less likely	10%	8%
No Diff	24%	22%

By Education

Column %	HS	College	Grad+
More likely	67%	71%	66%
Less likely	11%	8%	7%
No Diff	22%	21%	27%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	71%	66%	66%
Less likely	9%	11%	8%
No Diff	20%	24%	26%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	75%	61%	56%	71%	71%
Less likely	5%	8%	10%	8%	12%
No Diff	20%	31%	34%	21%	17%

By Race

Column %	White	Black	Other
More likely	70%	65%	55%
Less likely	7%	14%	18%
No Diff	23%	20%	27%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	73%	62%	63%	60%	69%
Less likely	7%	13%	12%	10%	9%
No Diff	20%	25%	24%	30%	22%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	73%	70%	52%	53%
Less likely	6%	8%	15%	30%
No Diff	21%	21%	33%	17%

By DMA

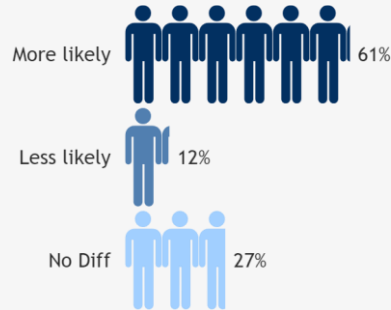
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	67%	68%	70%	68%	64%
Less likely	10%	9%	5%	9%	15%
No Diff	22%	24%	24%	23%	21%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	61%	62%	84%	72%
Less likely	11%	13%	2%	9%
No Diff	28%	25%	14%	18%

China/Russia Nuclear Energy

China and Russia are expanding their nuclear energy capacity, bringing new small modular reactors online every few months, while the United States is falling behind in clean energy development. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	56%	66%
Less likely	14%	10%
No Diff	30%	24%

By Education

Column %	HS	College	Grad+
More likely	60%	63%	59%
Less likely	16%	9%	8%
No Diff	24%	28%	32%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	67%	57%	56%
Less likely	8%	16%	13%
No Diff	25%	27%	31%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	70%	49%	55%	59%	65%
Less likely	10%	11%	10%	13%	14%
No Diff	20%	40%	35%	28%	21%

By Race

Column %	White	Black	Other
More likely	64%	59%	46%
Less likely	8%	17%	31%
No Diff	28%	24%	24%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	65%	61%	47%	61%	59%
Less likely	11%	14%	16%	8%	12%
No Diff	24%	26%	37%	32%	29%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	60%	68%	49%	48%
Less likely	11%	10%	16%	27%
No Diff	29%	22%	35%	25%

By DMA

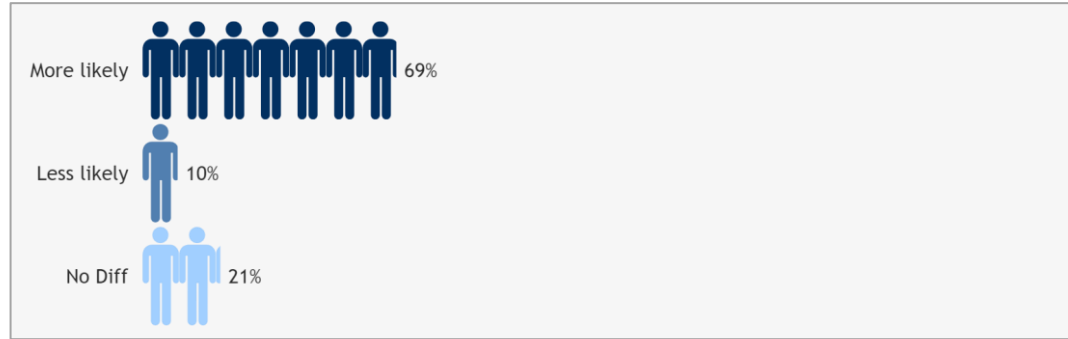
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	59%	61%	63%	67%	58%
Less likely	12%	15%	8%	8%	20%
No Diff	29%	25%	29%	25%	23%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	52%	54%	82%	62%
Less likely	15%	16%	3%	10%
No Diff	33%	30%	15%	28%

First Nuclear Plant 1968

The first nuclear power plant began generating electricity in 1958, and now, over 60 years later, with nearly 100 reactors in the United States, there has never been a reactor malfunction causing injury or fatality. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	67%	71%
Less likely	11%	9%
No Diff	22%	20%

By Education

Column %	HS	College	Grad+
More likely	66%	73%	70%
Less likely	13%	6%	7%
No Diff	21%	21%	23%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	78%	67%	60%
Less likely	8%	10%	12%
No Diff	15%	24%	28%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	76%	65%	64%	66%	72%
Less likely	9%	8%	9%	12%	10%
No Diff	16%	27%	28%	22%	18%

By Race

Column %	White	Black	Other
More likely	72%	68%	50%
Less likely	7%	17%	21%
No Diff	21%	16%	28%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	72%	64%	66%	70%	68%
Less likely	7%	15%	7%	9%	12%
No Diff	20%	20%	27%	21%	21%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	68%	77%	58%	52%
Less likely	9%	7%	14%	31%
No Diff	23%	16%	28%	17%

By DMA

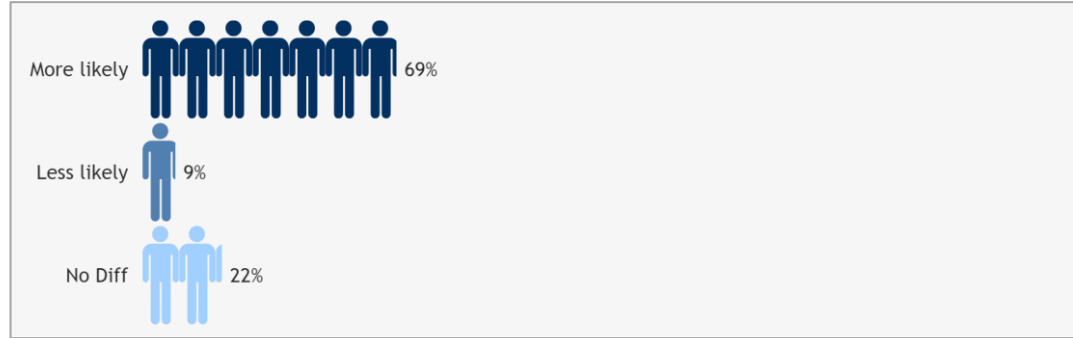
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	69%	65%	73%	75%	65%
Less likely	13%	7%	6%	4%	16%
No Diff	19%	28%	21%	20%	19%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	61%	63%	89%	72%
Less likely	10%	16%	1%	9%
No Diff	29%	21%	9%	19%

US Navy Nuclear Reactors

The U.S. Navy currently operates over 100 nuclear reactors and has never had a single safety incident. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	69%	70%
Less likely	9%	9%
No Diff	22%	21%

By Education

Column %	HS	College	Grad+
More likely	68%	71%	70%
Less likely	13%	6%	6%
No Diff	20%	23%	24%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	78%	68%	57%
Less likely	8%	9%	10%
No Diff	14%	23%	33%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	77%	60%	64%	70%	72%
Less likely	4%	8%	9%	11%	11%
No Diff	19%	32%	28%	20%	17%

By Race

Column %	White	Black	Other
More likely	72%	69%	55%
Less likely	6%	19%	18%
No Diff	23%	12%	27%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	72%	65%	63%	71%	71%
Less likely	8%	14%	11%	8%	6%
No Diff	20%	22%	26%	21%	23%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	66%	76%	62%	73%
Less likely	10%	7%	11%	10%
No Diff	24%	17%	27%	17%

By DMA

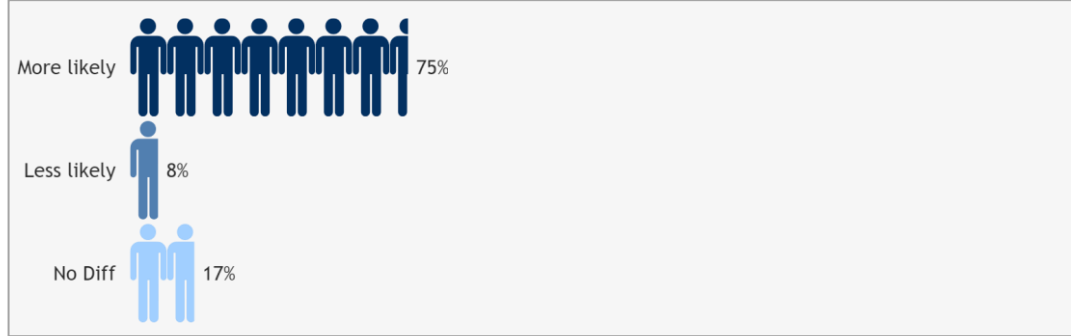
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	72%	64%	73%	73%	57%
Less likely	9%	9%	7%	4%	19%
No Diff	19%	27%	20%	23%	24%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	60%	64%	89%	74%
Less likely	10%	15%	1%	9%
No Diff	30%	21%	10%	18%

Coal Cost

A single ton of coal, which costs about \$100, is equal to the same amount of energy produced by a finger-nail-sized pellet of nuclear fuel - which costs about \$1. Does knowing this make you more or less likely to support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	74%	76%
Less likely	8%	7%
No Diff	17%	18%

By Education

Column %	HS	College	Grad+
More likely	75%	76%	75%
Less likely	10%	6%	5%
No Diff	15%	18%	20%

By Ideology

Column %	Conserv.	Moderate	Liberal
More likely	80%	75%	68%
Less likely	8%	8%	8%
No Diff	12%	18%	25%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	87%	68%	72%	73%	75%
Less likely	0%	6%	5%	9%	12%
No Diff	13%	26%	23%	18%	13%

By Race

Column %	White	Black	Other
More likely	76%	79%	61%
Less likely	6%	11%	11%
No Diff	17%	10%	28%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	79%	67%	68%	79%	75%
Less likely	6%	11%	8%	9%	5%
No Diff	15%	21%	24%	12%	19%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	76%	79%	65%	77%
Less likely	6%	8%	11%	10%
No Diff	19%	14%	24%	13%

By DMA

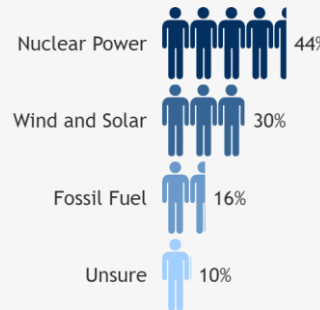
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	75%	74%	79%	74%	69%
Less likely	7%	7%	5%	8%	18%
No Diff	18%	19%	16%	18%	13%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
More likely	67%	71%	91%	80%
Less likely	7%	13%	2%	8%
No Diff	26%	15%	7%	12%

Informed Energy Source

Knowing what you know now, which energy source do you believe is the most critical for Virginia and the United States to develop and expand to improve the current challenges around energy cost and availability?



Actual answer options read:

- Nuclear Power: Modern, High-Tech Power Plants
- Green Energy: Wind & Solar
- Fossil Fuel: Coal, Oil & Natural Gas
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Nuclear Power	41%	48%
Wind and Solar	29%	30%
Fossil Fuel	15%	16%
Unsure	14%	6%

By Education

Column %	HS	College	Grad+
Nuclear Power	41%	47%	48%
Wind and Solar	26%	30%	37%
Fossil Fuel	22%	11%	9%
Unsure	11%	12%	6%

By Ideology

Column %	Conserv.	Moderate	Liberal
Nuclear Power	51%	45%	34%
Wind and Solar	17%	34%	45%
Fossil Fuel	23%	11%	7%
Unsure	9%	10%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Nuclear Power	46%	43%	46%	45%	43%
Wind and Solar	37%	43%	29%	23%	26%
Fossil Fuel	4%	12%	17%	23%	16%
Unsure	13%	2%	7%	10%	14%

By Race

Column %	White	Black	Other
Nuclear Power	48%	32%	34%
Wind and Solar	27%	35%	41%
Fossil Fuel	15%	20%	15%
Unsure	10%	13%	10%

By Last 4 Generals

Column %	4	3	2	1	0
Nuclear Power	43%	44%	42%	49%	48%
Wind and Solar	32%	28%	34%	22%	27%
Fossil Fuel	14%	18%	16%	18%	14%
Unsure	10%	11%	8%	11%	11%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Nuclear Power	38%	54%	39%	46%
Wind and Solar	43%	14%	36%	19%
Fossil Fuel	6%	26%	15%	11%
Unsure	13%	6%	11%	24%

By DMA

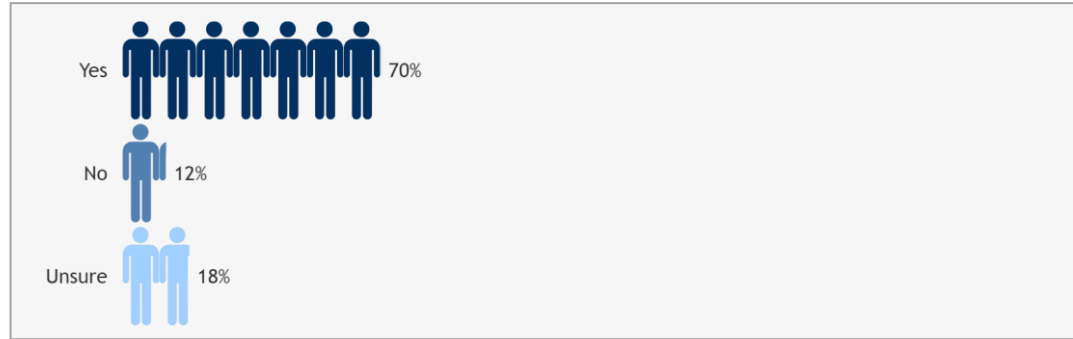
Column %	DC	Norfolk	Richmond	Roanoke	Other
Nuclear Power	44%	46%	46%	44%	43%
Wind and Solar	31%	33%	29%	24%	28%
Fossil Fuel	14%	14%	13%	23%	20%
Unsure	12%	7%	12%	9%	9%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Nuclear Power	25%	32%	92%	31%
Wind and Solar	61%	10%	3%	15%
Fossil Fuel	2%	49%	3%	6%
Unsure	12%	9%	2%	49%

Informed Nuclear Power

Knowing what you know now, do you support the development of nuclear power in Virginia?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	63%	78%
No	14%	9%
Unsure	23%	13%

By Education

Column %	HS	College	Grad+
Yes	67%	73%	73%
No	13%	10%	11%
Unsure	20%	17%	16%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	80%	65%	62%
No	8%	13%	16%
Unsure	13%	22%	22%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	83%	65%	73%	68%	66%
No	8%	18%	9%	12%	12%
Unsure	9%	16%	18%	20%	22%

By Race

Column %	White	Black	Other
Yes	73%	54%	67%
No	10%	13%	25%
Unsure	17%	34%	8%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	73%	66%	61%	67%	75%
No	10%	13%	15%	15%	11%
Unsure	17%	21%	24%	18%	14%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	67%	78%	58%	75%
No	10%	9%	23%	14%
Unsure	24%	12%	20%	11%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	72%	68%	66%	69%	73%
No	11%	16%	9%	10%	17%
Unsure	17%	16%	25%	21%	10%

By Most Critical Energy Source

Column %	Green	Fossil Fuel	Nuclear	Unsure
Yes	61%	63%	96%	55%
No	17%	15%	0%	12%
Unsure	23%	22%	4%	34%



Methodology and Demographics

Fielded On: December 4-6, 2023

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Method: Mobile Text Response and Landline Interviews

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Population & Sample Description:

1,289 Likely General Election Voters

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MoE: +/- 3.13%

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

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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

	%
Conserv.	41%
Moderate	34%
Liberal	25%

Self-Reported Party

	%
Dem.	41%
Repub.	39%
Indep.	17%
Other	3%

Last 4 Generals

	%
4	46%
3	19%
2	11%
1	10%
0	15%

DMA

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

Most Critical Energy Source

	%
Green	41%
Fossil Fuel	27%
Nuclear	26%
Unsure	5%