co/efficient

How did you vote in this election?

Election Day
58%

Early In Person
32%
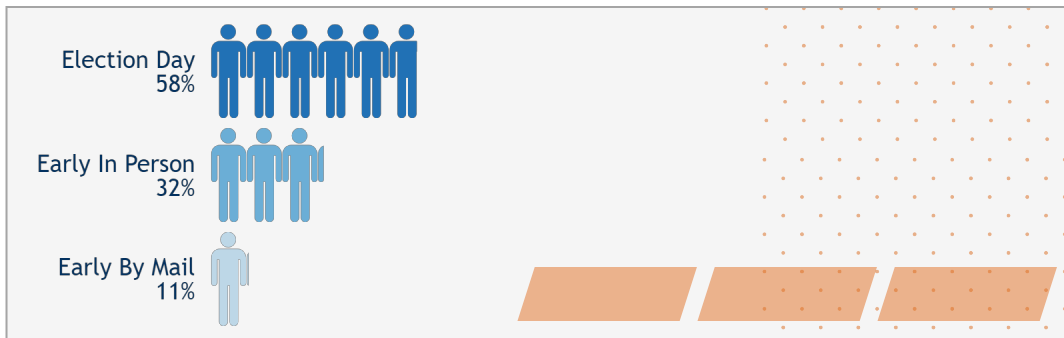
Early By Mail
11%

Critical Crosstabs:

By Gender

Column %	Female	Male
Election Day	54%	62%
Early In Person	35%	28%
Early By Mail	11%	10%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Election Day	58%	66%	67%	60%	46%
Early In Person	29%	17%	25%	34%	42%
Early By Mail	13%	16%	8%	6%	12%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Election Day	42%	75%	69%
Early In Person	40%	23%	20%
Early By Mail	18%	2%	11%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Election Day	38%	75%	66%	57%
Early In Person	43%	22%	27%	33%
Early By Mail	19%	4%	8%	9%

By Ideology

Column %	Conserv.	Moderate	Liberal
Election Day	74%	51%	44%
Early In Person	21%	36%	39%
Early By Mail	4%	12%	17%

By Last 4 Generals

Column %	4	3	2	1	0
Election Day	55%	71%	51%	55%	61%
Early In Person	36%	19%	33%	34%	27%
Early By Mail	9%	11%	16%	11%	12%

By Race

Column %	White	Black	Hispanic	Other
Election Day	59%	56%	49%	58%
Early In Person	32%	30%	34%	23%
Early By Mail	9%	13%	17%	19%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Election Day	55%	54%	62%	64%	61%
Early In Person	35%	27%	29%	31%	34%
Early By Mail	10%	19%	9%	4%	5%

2020 Presidential Election

Who did you vote for LAST year, in 2020, for President of the United States?

Biden 52%
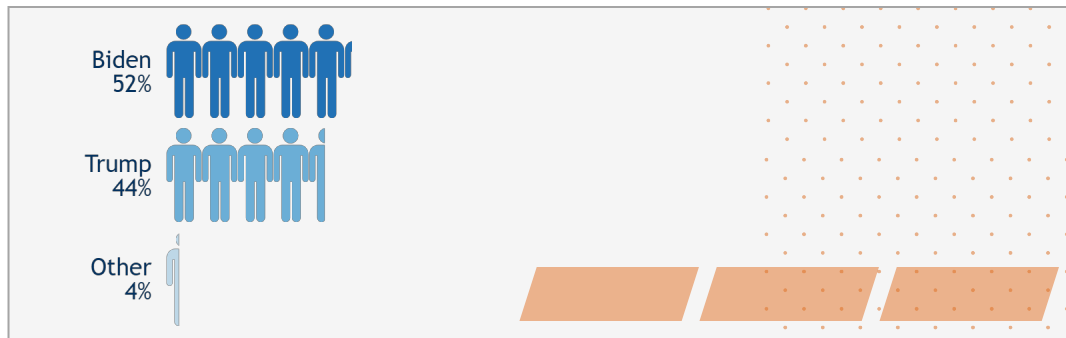
Trump 44%

Other 4%

Critical Crosstabs:

By Gender

Column %	Female	Male
Biden	60%	43%
Trump	37%	53%
Other	3%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Biden	49%	64%	43%	55%	51%
Trump	42%	32%	52%	44%	48%
Other	9%	4%	5%	1%	1%

By Education Level

Column %	HS	College	Grad+
Biden	37%	61%	70%
Trump	60%	34%	25%
Other	3%	4%	5%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Biden	99%	2%	49%	70%
Trump	0%	94%	45%	18%
Other	1%	4%	7%	13%

By Ideology

Column %	Conserv.	Moderate	Liberal
Biden	3%	71%	95%
Trump	93%	25%	3%
Other	3%	4%	3%

By Last 4 Generals

Column %	4	3	2	1	0
Biden	55%	50%	53%	42%	57%
Trump	43%	48%	40%	51%	41%
Other	2%	2%	7%	7%	2%

By Race

Column %	White	Black	Hispanic	Other
Biden	48%	64%	76%	53%
Trump	48%	35%	22%	42%
Other	4%	2%	2%	5%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Biden	63%	57%	41%	32%	51%
Trump	34%	39%	54%	68%	47%
Other	4%	4%	5%	0%	2%

co/efficient

What is your opinion of Joe Biden, today?

Favorable
38%
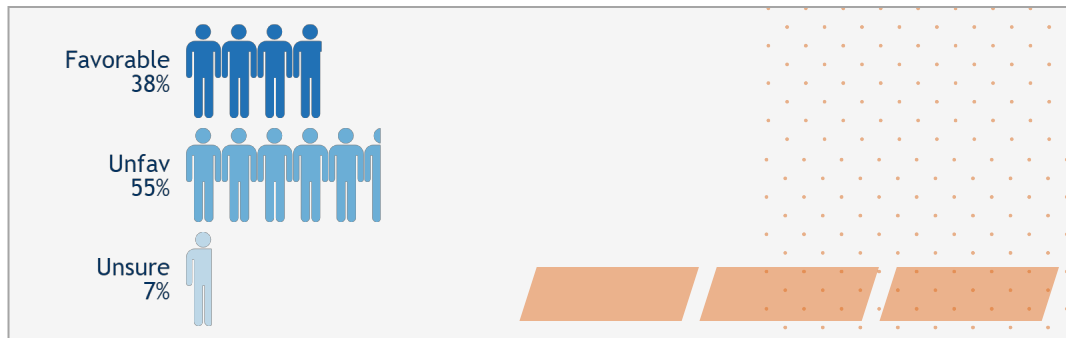
Unfav
55%

Unsure
7%

Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	47%	28%
Unfav	46%	64%
Unsure	7%	7%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	22%	35%	31%	46%	46%
Unfav	68%	50%	64%	48%	50%
Unsure	10%	15%	5%	7%	4%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Favorable	73%	0%	0%
Unfav	14%	100%	86%
Unsure	13%	0%	14%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	85%	1%	24%	9%
Unfav	5%	98%	68%	57%
Unsure	10%	1%	9%	33%

By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	2%	54%	67%
Unfav	98%	36%	19%
Unsure	0%	10%	14%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	42%	38%	32%	29%	29%
Unfav	49%	55%	64%	70%	45%
Unsure	9%	7%	4%	1%	26%

By Race

Column %	White	Black	Hispanic	Other
Favorable	36%	42%	54%	35%
Unfav	56%	53%	37%	53%
Unsure	7%	5%	9%	12%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Favorable	48%	40%	33%	24%	28%
Unfav	44%	51%	62%	73%	62%
Unsure	8%	9%	6%	4%	9%

co/efficient

Who did you vote for this year for Governor of Virginia?

Glenn Youngkin
51%
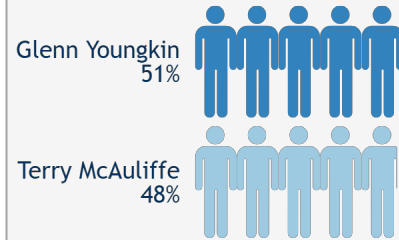
Terry McAuliffe
48%

Critical Crosstabs:

By Gender

Column %	Female	Male
Glenn Youngkin	44%	59%
Terry McAuliffe	56%	40%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Glenn Youngkin	49%	46%	60%	48%	50%
Terry McAuliffe	46%	53%	40%	52%	50%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Glenn Youngkin	8%	100%	69%
Terry McAuliffe	91%	0%	30%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Glenn Youngkin	2%	99%	61%	30%
Terry McAuliffe	97%	1%	37%	69%

By Ideology

Column %	Conserv.	Moderate	Liberal
Glenn Youngkin	99%	35%	4%
Terry McAuliffe	1%	65%	93%

By Last 4 Generals

Column %	4	3	2	1	0
Glenn Youngkin	48%	53%	50%	63%	45%
Terry McAuliffe	52%	45%	50%	37%	55%

By Race

Column %	White	Black	Hispanic	Other
Glenn Youngkin	55%	42%	24%	49%
Terry McAuliffe	45%	57%	67%	51%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Glenn Youngkin	42%	44%	60%	71%	52%
Terry McAuliffe	57%	53%	40%	29%	48%

co/efficient

Overall: Biggest Impact on Choice for Governor

- Abortion Rights — 16%
- COVID-19 — 15%
- CRT — 13%
- Message to Biden — 12%
- Education — 10%
- Supporting Trump — 8%
- Cut Grocery Tax — 5%
- School Safety — 3%
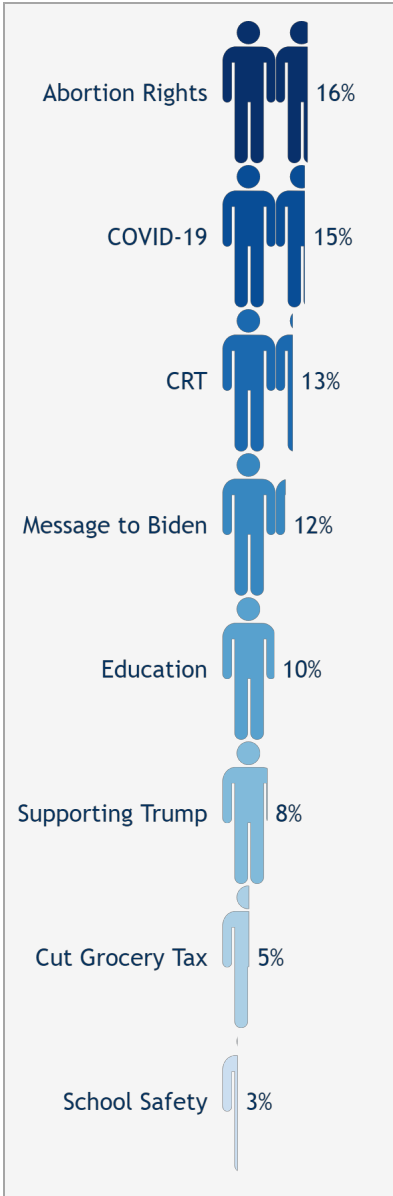
Minimal Overlap of Issues for Youngkin and McAuliffe Voters

Legend:
- Glenn Youngkin
- Terry McAuliffe
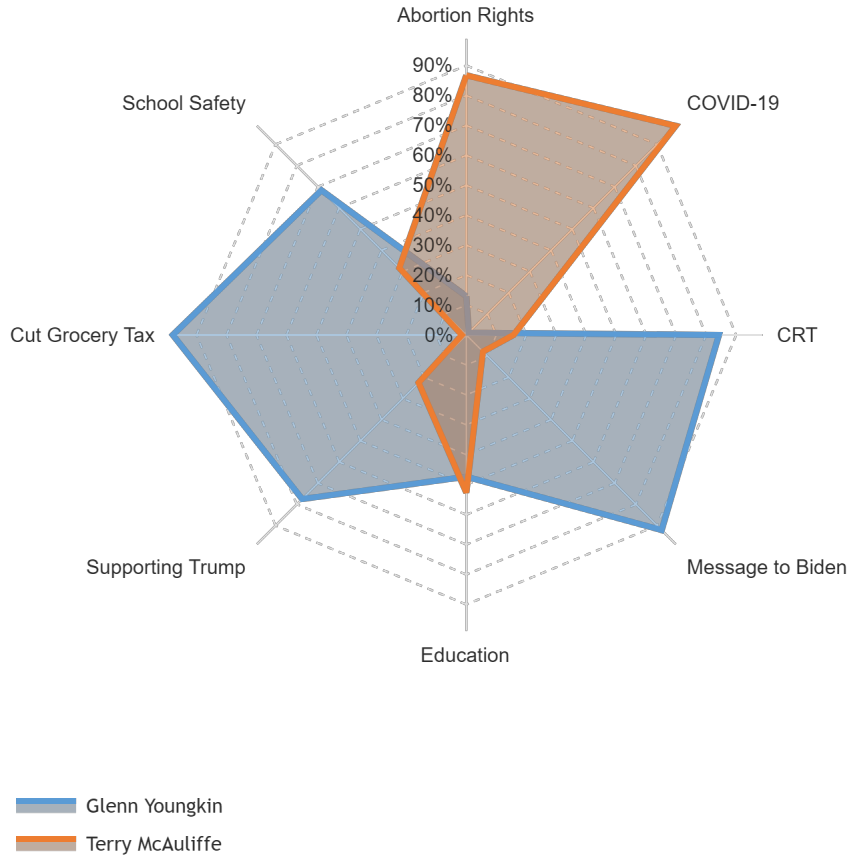
Gov Ballot by Biggest Voting Factor

Row %	Glenn Youngkin	Terry McAuliffe
Abortion Rights	13%	87%
COVID-19	1%	99%
CRT	84%	16%
Message to Biden	92%	8%
Education	47%	53%
Supporting Trump	77%	23%
Cut Grocery Tax	98%	1%
School Safety	68%	32%

Fielded On: November 4-5, 2021 - **Population & Sample Description:** 1,040 General Election Voters - **MoE:** +/- 3.04%

Gov Ballot by Decision Timing

Column %	Earlier in Campaign	Within Last Week	Within Last Month
Glenn Youngkin	47%	66%	62%
Terry McAuliffe	53%	29%	35%

Gov Ballot by Biden Image

Column %	Favorable	Unfav	Unsure
Glenn Youngkin	1%	91%	7%
Terry McAuliffe	99%	7%	93%

Gov Ballot by RT/WT

Column %	Right Track	Wrong Track	Not Sure
Glenn Youngkin	57%	52%	38%
Terry McAuliffe	43%	47%	59%

Gov Ballot by Opinion of R Polices

Column %	Too Far Left	Just Right	Too Moderate
Glenn Youngkin	95%	2%	8%
Terry McAuliffe	5%	98%	88%

Gov Ballot by Opinion of D Policies

Column %	Too Far Right	Just Right	Too Moderate
Glenn Youngkin	4%	97%	90%
Terry McAuliffe	94%	3%	10%

Gov Ballot by Most Important Issue

Row %	Glenn Youngkin	Terry McAuliffe
Jobs/Economy	60%	39%
Education	71%	29%
COVID19	8%	91%
Abortion	38%	60%
Crime	90%	5%
2nd Amendment	95%	5%
Healthcare	6%	94%
Environment	1%	98%
Immigration	82%	18%
Other	37%	63%

Gov Ballot by "Biggest Impact on Decision"

Row %	Glenn Youngkin	Terry McAuliffe
Abortion Rights	13%	87%
COVID-19	1%	99%
CRT	84%	16%
Message to Biden	92%	8%
Education	47%	53%
Supporting Trump	77%	23%
Cut Grocery Tax	98%	1%
School Safety	68%	32%

Gov Ballot by Impact of Final Debate

Column %	Very Signif-icant	Small Factor	Not a Factor
Glenn Youngkin	88%	72%	12%
Terry McAuliffe	11%	28%	87%

Gov Ballot by When Decision was Made

Column %	Earlier in Campaign	Within Last Week	Within Last Month
Glenn Youngkin	47%	66%	62%
Terry McAuliffe	53%	29%	35%

co/efficient

What did you like the most about Glenn Youngkin?

His Policies & Plans 60%

Not Dem/Other 21%

Business Outsider 19%
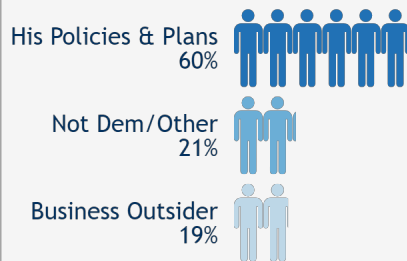
Critical Crosstabs:

By Gender

Column %	Female	Male
His Policies & Plans	67%	55%
Not Dem/Other	14%	27%
Business Outsider	19%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
His Policies & Plans	71%	56%	47%	60%	67%
Not Dem/Other	11%	34%	20%	21%	20%
Business Outsider	18%	10%	32%	19%	12%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
His Policies & Plans	52%	62%	53%
Not Dem/Other	27%	21%	11%
Business Outsider	21%	17%	36%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
His Policies & Plans	29%	63%	51%	100%
Not Dem/Other	19%	20%	25%	0%
Business Outsider	51%	17%	24%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
His Policies & Plans	66%	48%	44%
Not Dem/Other	20%	24%	21%
Business Outsider	15%	28%	36%

By Last 4 Generals

Column %	4	3	2	1	0
His Policies & Plans	64%	59%	60%	55%	37%
Not Dem/Other	18%	22%	26%	23%	28%
Business Outsider	17%	19%	14%	22%	35%

By Race

Column %	White	Black	Hispanic	Other
His Policies & Plans	60%	58%	84%	60%
Not Dem/Other	18%	39%	0%	28%
Business Outsider	21%	4%	16%	12%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
His Policies & Plans	63%	58%	68%	49%	60%
Not Dem/Other	17%	26%	15%	31%	19%
Business Outsider	20%	16%	17%	20%	21%

Terry McAuliffe Positive Attributes

What did you like the most about Terry McAuliffe?

Gov. Experience 37%

Not Repub/Other 35%

Policies & Plans 28%

Critical Crosstabs:

By Gender

Column %	Female	Male
Gov. Experience	35%	41%
Not Repub/Other	32%	39%
Policies & Plans	33%	20%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Gov. Experience	13%	18%	49%	42%	48%
Not Repub/Other	70%	57%	33%	27%	15%
Policies & Plans	17%	25%	17%	31%	37%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Gov. Experience	38%	NaN	0%
Not Repub/Other	34%	NaN	76%
Policies & Plans	28%	NaN	24%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Gov. Experience	39%	4%	34%	23%
Not Repub/Other	30%	55%	45%	70%
Policies & Plans	31%	41%	20%	7%

By Ideology

Column %	Conserv.	Moderate	Liberal
Gov. Experience	5%	45%	29%
Not Repub/Other	52%	23%	47%
Policies & Plans	43%	32%	24%

By Last 4 Generals

Column %	4	3	2	1	0
Gov. Experience	39%	27%	44%	35%	54%
Not Repub/Other	33%	42%	37%	26%	25%
Policies & Plans	28%	32%	19%	38%	20%

By Race

Column %	White	Black	Hispanic	Other
Gov. Experience	35%	44%	50%	32%
Not Repub/Other	34%	39%	19%	53%
Policies & Plans	32%	17%	31%	15%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Gov. Experience	33%	48%	48%	22%	18%
Not Repub/Other	43%	33%	20%	14%	43%
Policies & Plans	23%	20%	32%	64%	39%

co/efficient

Who did you vote for this year for Lieutenant Governor of Virginia?

Winsome Sears 51%

Hala Ayala 49%
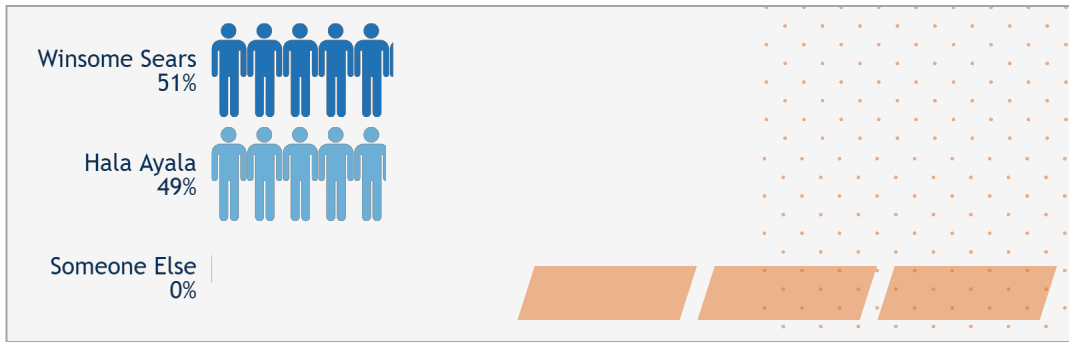
Someone Else 0%

Critical Crosstabs:

By Gender

Column %	Female	Male
Winsome Sears	42%	61%
Hala Ayala	58%	39%
Someone Else	0%	0%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Winsome Sears	50%	51%	58%	46%	50%
Hala Ayala	50%	49%	42%	54%	49%
Someone Else	0%	0%	0%	0%	0%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Winsome Sears	8%	99%	75%
Hala Ayala	92%	1%	25%
Someone Else	0%	0%	0%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Winsome Sears	1%	98%	61%	46%
Hala Ayala	98%	2%	39%	54%
Someone Else	0%	0%	0%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Winsome Sears	97%	35%	8%
Hala Ayala	3%	65%	92%
Someone Else	0%	0%	0%

By Last 4 Generals

Column %	4	3	2	1	0
Winsome Sears	47%	51%	53%	66%	49%
Hala Ayala	53%	49%	47%	34%	50%
Someone Else	0%	0%	0%	0%	1%

By Race

Column %	White	Black	Hispanic	Other
Winsome Sears	55%	44%	26%	47%
Hala Ayala	45%	56%	74%	53%
Someone Else	0%	0%	0%	0%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Winsome Sears	41%	48%	57%	70%	54%
Hala Ayala	59%	52%	43%	29%	46%
Someone Else	0%	0%	0%	0%	0%

co/efficient

Who did you vote for this year for Attorney General of Virginia?

Jason Miyares 51%

Mark Herring 49%
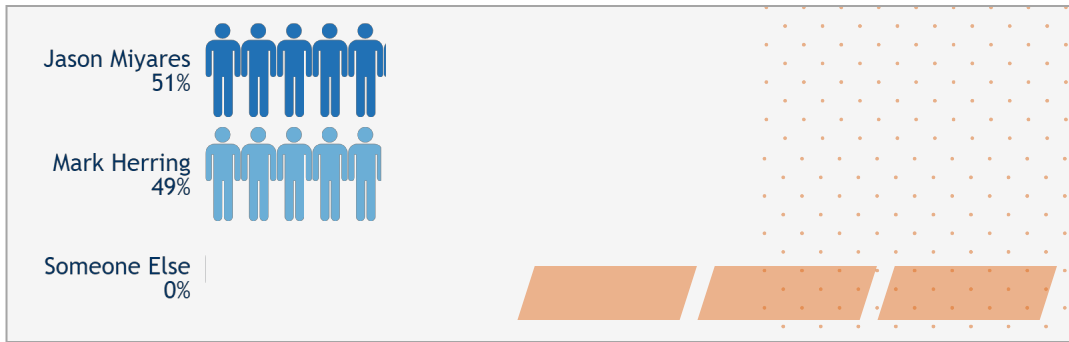
Someone Else 0%

Critical Crosstabs:

By Gender

Column %	Female	Male
Jason Miyares	43%	59%
Mark Herring	57%	41%
Someone Else	0%	0%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Jason Miyares	51%	46%	59%	49%	49%
Mark Herring	49%	53%	41%	51%	51%
Someone Else	0%	0%	0%	0%	0%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Jason Miyares	10%	97%	69%
Mark Herring	90%	3%	30%
Someone Else	0%	0%	0%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Jason Miyares	5%	96%	59%	34%
Mark Herring	95%	4%	41%	66%
Someone Else	0%	0%	0%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Jason Miyares	96%	36%	6%
Mark Herring	4%	64%	94%
Someone Else	0%	0%	0%

By Last 4 Generals

Column %	4	3	2	1	0
Jason Miyares	47%	54%	47%	61%	62%
Mark Herring	53%	46%	53%	39%	38%
Someone Else	0%	0%	0%	0%	0%

By Race

Column %	White	Black	Hispanic	Other
Jason Miyares	54%	43%	33%	47%
Mark Herring	46%	57%	67%	52%
Someone Else	0%	0%	0%	0%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Jason Miyares	42%	46%	57%	70%	52%
Mark Herring	58%	53%	43%	30%	48%
Someone Else	0%	0%	0%	0%	0%

House of Delegates Ballot

Which party's candidate did you vote for this year for the Virginia House of Delegates?

Republican 50%
Democrat 48%
Other 3%
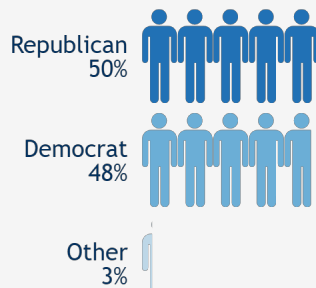
Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	42%	58%
Democrat	57%	37%
Other	1%	5%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	47%	47%	57%	46%	50%
Democrat	53%	43%	38%	53%	49%
Other	0%	10%	5%	1%	1%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Republican	7%	99%	58%
Democrat	89%	0%	28%
Other	4%	1%	14%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	1%	99%	54%	42%
Democrat	98%	1%	39%	31%
Other	0%	0%	7%	27%

By Ideology

Column %	Conserv.	Moderate	Liberal
Republican	98%	32%	6%
Democrat	2%	64%	90%
Other	1%	4%	4%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	47%	51%	53%	55%	45%
Democrat	50%	48%	46%	38%	55%
Other	3%	1%	1%	7%	0%

By Race

Column %	White	Black	Hispanic	Other
Republican	53%	46%	20%	42%
Democrat	43%	54%	78%	54%
Other	3%	0%	2%	4%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Republican	38%	46%	60%	70%	52%
Democrat	60%	52%	37%	27%	39%
Other	1%	2%	3%	3%	9%

co/efficient

As of today, do you believe that Virginia is on the right track or the wrong track?

Right Track 35%

Wrong Track 43%
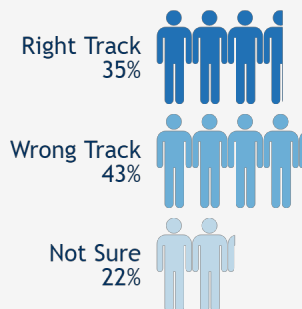
Not Sure 22%

Critical Crosstabs:

By Gender

Column %	Female	Male
Right Track	33%	38%
Wrong Track	47%	37%
Not Sure	19%	25%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Right Track	19%	40%	37%	41%	35%
Wrong Track	51%	30%	43%	35%	51%
Not Sure	31%	29%	19%	23%	15%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Right Track	30%	42%	29%
Wrong Track	41%	44%	53%
Not Sure	29%	14%	18%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Right Track	30%	46%	25%	50%
Wrong Track	43%	41%	46%	38%
Not Sure	27%	14%	28%	12%

By Ideology

Column %	Conserv.	Moderate	Liberal
Right Track	43%	33%	28%
Wrong Track	43%	41%	44%
Not Sure	15%	26%	27%

By Last 4 Generals

Column %	4	3	2	1	0
Right Track	36%	32%	32%	41%	40%
Wrong Track	42%	43%	53%	34%	42%
Not Sure	22%	25%	15%	24%	18%

By Race

Column %	White	Black	Hispanic	Other
Right Track	37%	23%	38%	48%
Wrong Track	43%	50%	33%	27%
Not Sure	20%	27%	29%	24%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Right Track	39%	31%	33%	31%	44%
Wrong Track	39%	43%	44%	48%	44%
Not Sure	22%	26%	23%	21%	12%

co/efficient

When considering who to vote for this year, what issue was the most important?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Jobs/Economy	23%	33%	26%	16%
Education	10%	20%	20%	12%
COVID19	23%	2%	8%	32%
Abortion	11%	8%	15%	3%
Crime	2%	15%	8%	4%
2nd Amendment	1%	14%	6%	0%
Healthcare	10%	1%	5%	0%
Environment	9%	0%	2%	9%
Immigration	1%	3%	0%	4%
Other	9%	4%	10%	21%

Jobs/Economy 27%

Education 16%

COVID19 13%

Abortion 11%

Crime 8%

2nd Amendment 7%

Healthcare 5%

Environment 4%

Immigration 2%

Other 8%

Most Important Issue (Continued)
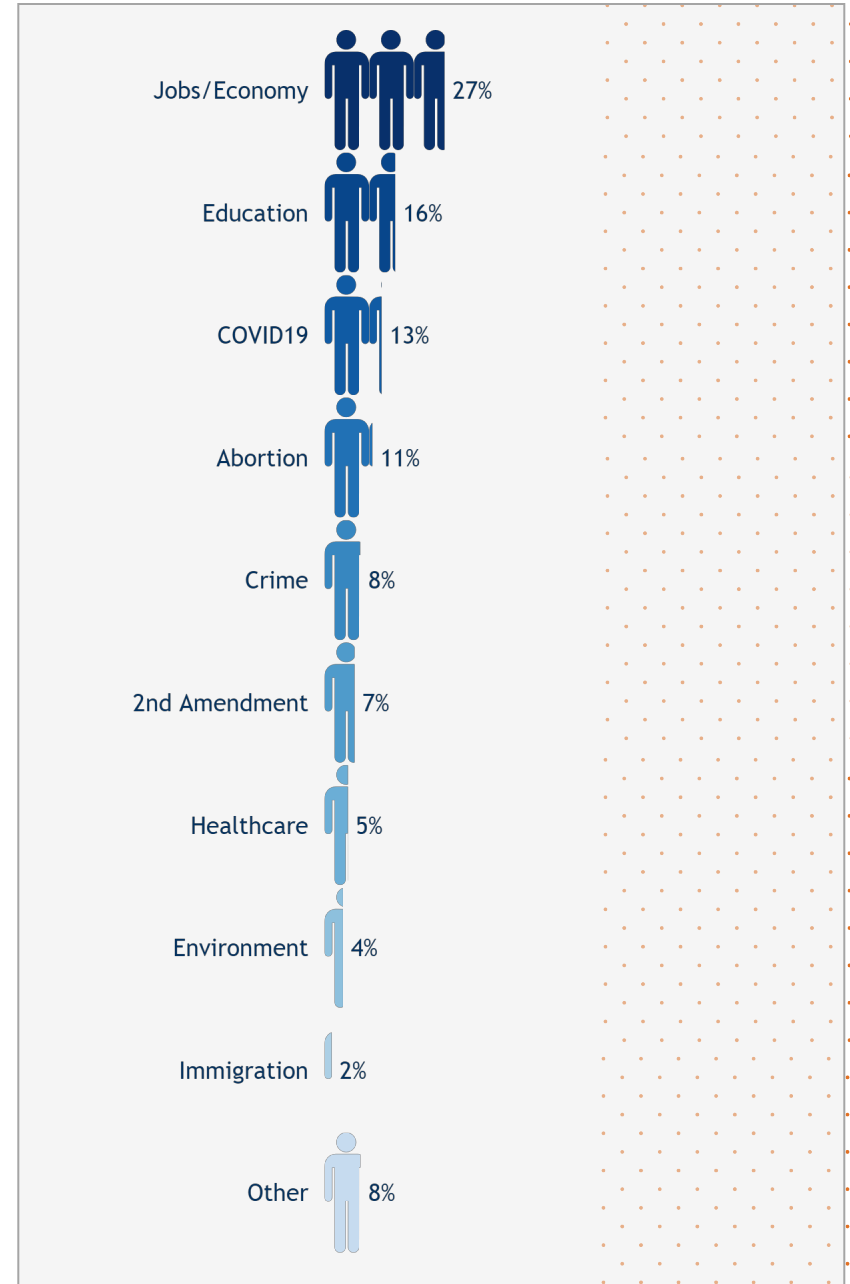
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Jobs/Economy	23%	31%
Education	17%	15%
COVID19	15%	10%
Abortion	13%	8%
Crime	8%	8%
2nd Amendment	5%	9%
Healthcare	6%	4%
Environment	4%	5%
Immigration	2%	1%
Other	8%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Jobs/Economy	21%	26%	29%	33%	24%
Education	13%	26%	19%	12%	14%
COVID19	4%	13%	12%	14%	16%
Abortion	21%	7%	6%	7%	13%
Crime	7%	2%	8%	9%	11%
2nd Amendment	14%	1%	10%	7%	4%
Healthcare	7%	8%	3%	5%	4%
Environment	10%	1%	3%	5%	3%
Immigration	0%	1%	2%	3%	1%
Other	4%	13%	9%	5%	9%

By Race

Column %	White	Black	Hispanic	Other
Jobs/Economy	27%	23%	39%	21%
Education	16%	15%	5%	22%
COVID19	11%	18%	15%	17%
Abortion	11%	15%	4%	4%
Crime	9%	3%	11%	12%
2nd Amendment	8%	3%	0%	0%
Healthcare	4%	9%	10%	6%
Environment	5%	2%	2%	6%
Immigration	2%	0%	5%	0%
Other	7%	13%	8%	11%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Jobs/Economy	27%	23%	32%	28%	22%
Education	17%	18%	16%	12%	12%
COVID19	14%	13%	12%	6%	17%
Abortion	11%	7%	6%	19%	17%
Crime	8%	11%	9%	6%	0%
2nd Amendment	3%	5%	9%	9%	17%
Healthcare	5%	5%	7%	6%	1%
Environment	5%	4%	6%	3%	1%
Immigration	1%	1%	0%	3%	5%
Other	9%	12%	4%	7%	7%

co/efficient

Did you see, read, or hear any campaign messages or advertisements from Glenn Youngkin or any other Republican Candidate?

Yes 93%
No 6%
I'm not Sure 1%
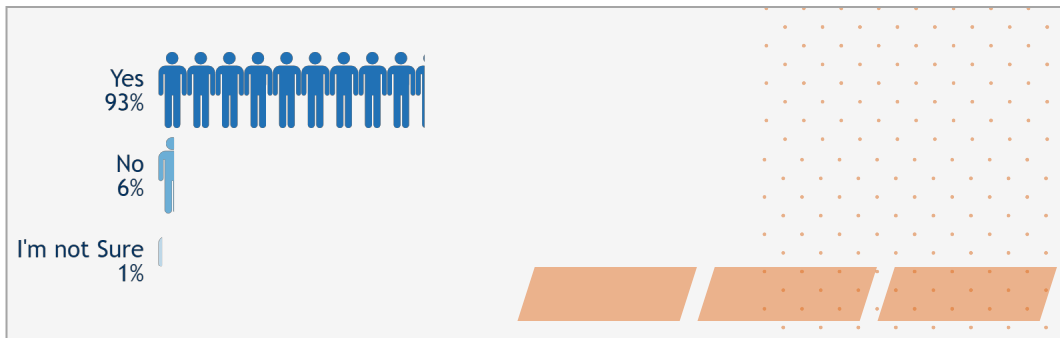
Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	92%	94%
No	6%	5%
I'm not Sure	2%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	94%	85%	95%	92%	97%
No	6%	11%	4%	6%	3%
I'm not Sure	0%	4%	1%	2%	0%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Yes	91%	95%	96%
No	7%	4%	4%
I'm not Sure	2%	1%	0%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	90%	95%	94%	100%
No	7%	4%	6%	0%
I'm not Sure	2%	1%	0%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	96%	90%	94%
No	4%	7%	5%
I'm not Sure	0%	3%	1%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	95%	89%	98%	87%	93%
No	5%	8%	1%	9%	5%
I'm not Sure	0%	3%	1%	3%	3%

By Race

Column %	White	Black	Hispanic	Other
Yes	94%	92%	91%	88%
No	6%	6%	2%	5%
I'm not Sure	1%	1%	7%	8%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Yes	95%	93%	90%	99%	87%
No	3%	6%	9%	1%	12%
I'm not Sure	2%	1%	1%	0%	1%

co/efficient

If so, what type of message did you receive? (Select ALL That Apply)

By Self-Reported Party

Column %	-			
	Dem.	Repub.	Indep.	Other
TV Ads	85%	82%	78%	87%
Mail	40%	54%	53%	69%
Online Ads	28%	44%	58%	70%
Text	18%	39%	44%	21%
Radio	12%	25%	25%	30%
Phone Call	5%	9%	13%	6%
Event	2%	8%	9%	4%
Unsure	4%	1%	5%	0%

TV Ads 82%

Mail 49%

Online Ads 42%

Text 32%

Radio 21%

Phone Call 8%
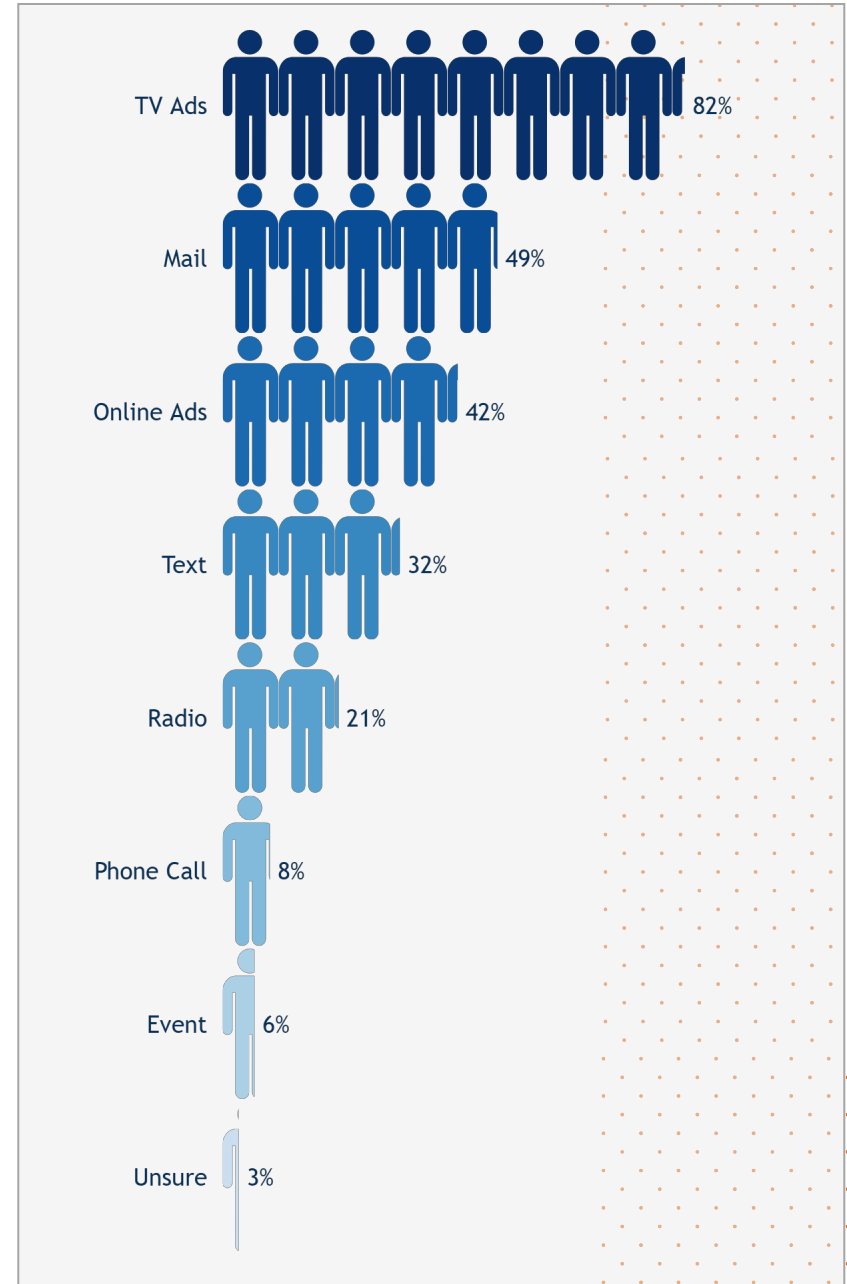
Event 6%

Unsure 3%

Critical Crosstabs Continued:

By Gender

Column %	-	
	Female	Male
TV Ads	82%	82%
Mail	50%	48%
Online Ads	35%	49%
Text	27%	37%
Radio	17%	24%
Phone Call	8%	8%
Event	6%	5%
Unsure	3%	3%

By Age

Column %	-				
	18-34	35-44	45-54	55-64	65+
TV Ads	76%	65%	83%	88%	89%
Mail	40%	53%	52%	47%	51%
Online Ads	62%	52%	43%	34%	33%
Text	47%	31%	35%	28%	25%
Radio	14%	31%	23%	25%	14%
Phone Call	7%	6%	8%	10%	9%
Event	3%	9%	6%	4%	7%
Unsure	4%	9%	1%	0%	2%

By Race

Column %	-			
	White	Black	Hispanic	Other
TV Ads	84%	74%	88%	76%
Mail	52%	34%	63%	39%
Online Ads	43%	39%	37%	41%
Text	33%	27%	39%	16%
Radio	22%	16%	19%	26%
Phone Call	9%	6%	11%	1%
Event	6%	5%	1%	7%
Unsure	3%	5%	0%	0%

By DMA

Column %	-				
	DC	Richmo.	Norfolk	Roano.	Other
TV Ads	86%	79%	87%	85%	63%
Mail	50%	44%	45%	61%	50%
Online Ads	44%	40%	44%	35%	43%
Text	35%	29%	37%	22%	27%
Radio	19%	25%	12%	30%	21%
Phone Call	11%	11%	4%	5%	6%
Event	5%	9%	6%	3%	3%
Unsure	0%	8%	3%	0%	4%

co/efficient

Did you see, read, or hear any campaign messages or advertisements from Terry McAuliffe or any other Democrat Candidate?

Yes 94%
No 4%
I'm not Sure 2%
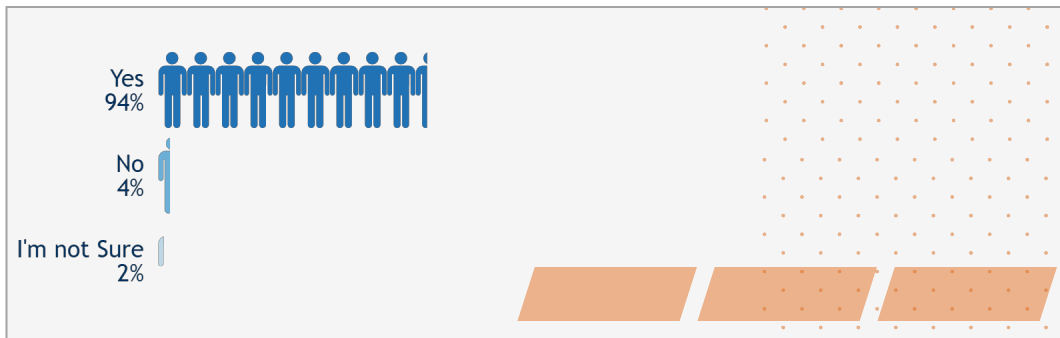
Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	95%	93%
No	4%	4%
I'm not Sure	1%	3%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	92%	98%	93%	93%	95%
No	5%	1%	5%	7%	2%
I'm not Sure	2%	1%	2%	1%	3%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Yes	97%	91%	96%
No	3%	6%	4%
I'm not Sure	0%	4%	0%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	97%	90%	95%	100%
No	3%	6%	5%	0%
I'm not Sure	0%	5%	1%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	91%	96%	95%
No	5%	3%	5%
I'm not Sure	4%	1%	0%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	95%	94%	98%	85%	98%
No	3%	3%	2%	14%	2%
I'm not Sure	2%	3%	0%	1%	1%

By Race

Column %	White	Black	Hispanic	Other
Yes	94%	96%	98%	86%
No	5%	1%	1%	11%
I'm not Sure	2%	3%	1%	3%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Yes	94%	98%	90%	94%	94%
No	4%	2%	9%	2%	4%
I'm not Sure	3%	0%	1%	4%	2%

co/efficient

If so, what type of message did you receive? (Select ALL That Apply)

By Self-Reported Party

Column %	-			
	Dem.	Repub.	Indep.	Other
TV Ads	88%	83%	80%	87%
Mail	58%	41%	57%	27%
Online Ads	44%	39%	57%	64%
Text	55%	26%	44%	36%
Radio	18%	21%	28%	4%
Phone Call	16%	8%	14%	5%
Event	10%	4%	7%	5%
Unsure	0%	3%	3%	0%

TV Ads 84%
Mail 50%
Online Ads 46%
Text 42%
Radio 21%
Phone Call 12%
Event 7%
Unsure 2%

co/efficient
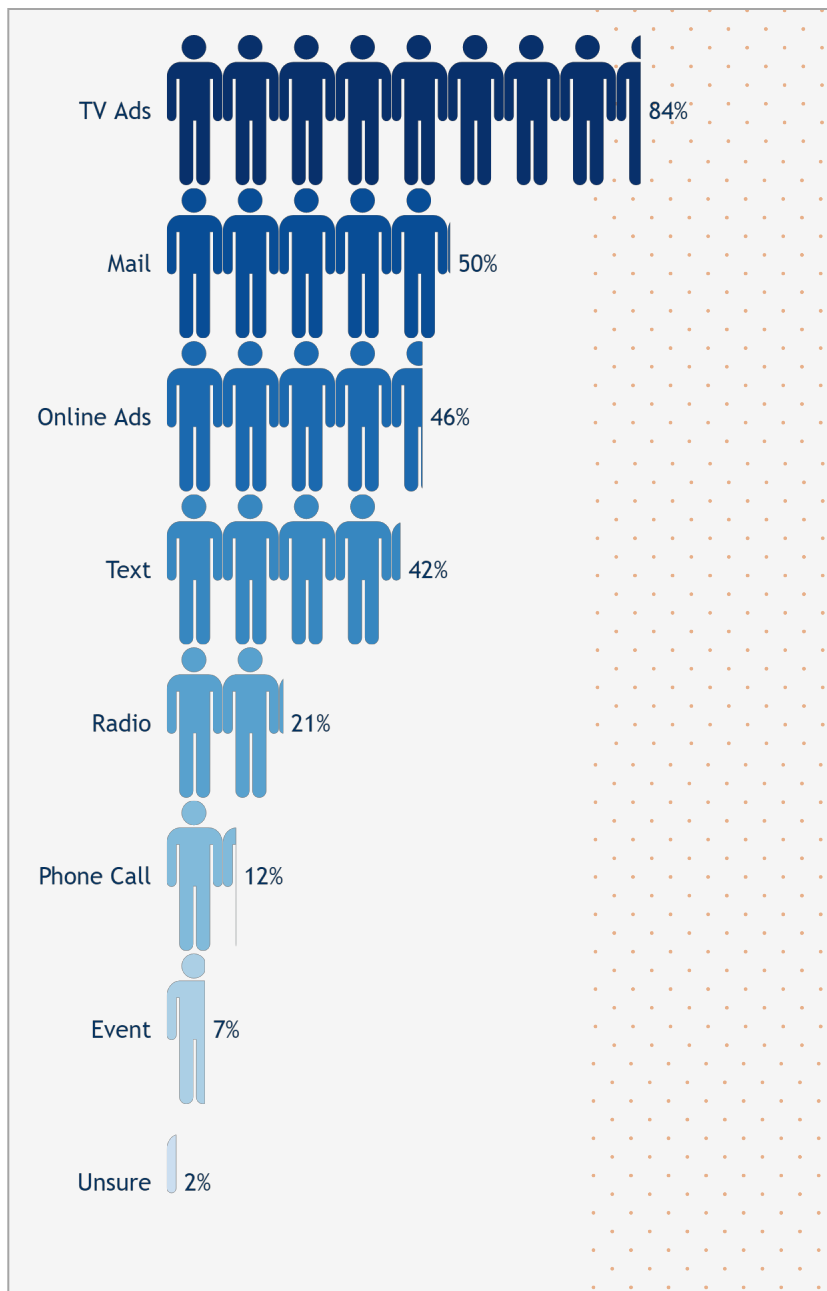
Critical Crosstabs Continued:

By Gender

Column %	-	
	Female	Male
TV Ads	87%	81%
Mail	50%	51%
Online Ads	36%	56%
Text	38%	46%
Radio	18%	24%
Phone Call	11%	14%
Event	6%	8%
Unsure	1%	2%

By Age

Column %	-				
	18-34	35-44	45-54	55-64	65+
TV Ads	75%	72%	82%	88%	93%
Mail	48%	50%	50%	49%	54%
Online Ads	65%	64%	43%	43%	30%
Text	51%	49%	40%	42%	34%
Radio	22%	30%	22%	25%	12%
Phone Call	19%	9%	10%	11%	13%
Event	18%	8%	3%	2%	6%
Unsure	4%	0%	4%	1%	1%

By Race

Column %	-			
	White	Black	Hispanic	Other
TV Ads	86%	77%	87%	74%
Mail	50%	46%	71%	41%
Online Ads	43%	51%	64%	45%
Text	39%	45%	68%	44%
Radio	20%	24%	18%	26%
Phone Call	12%	14%	24%	8%
Event	8%	5%	2%	3%
Unsure	2%	0%	1%	3%

By DMA

Column %	-				
	DC	Richmo.	Norfolk	Roano.	Other
TV Ads	85%	85%	87%	88%	72%
Mail	52%	54%	46%	53%	43%
Online Ads	48%	46%	41%	36%	55%
Text	41%	40%	44%	38%	47%
Radio	21%	24%	13%	28%	19%
Phone Call	17%	14%	7%	14%	0%
Event	8%	8%	5%	9%	2%
Unsure	2%	0%	3%	2%	2%

co/efficient

Which party do you trust more to handle: Crime and Public Safety

Republican 52%

Democrat 43%
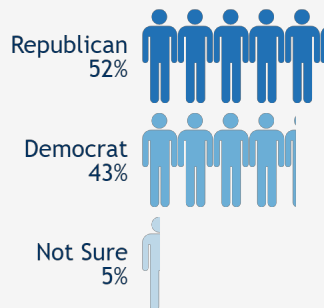
Not Sure 5%

Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	45%	59%
Democrat	52%	33%
Not Sure	2%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	49%	45%	62%	51%	51%
Democrat	49%	49%	33%	42%	44%
Not Sure	2%	6%	5%	7%	5%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Republican	9%	100%	74%
Democrat	82%	0%	17%
Not Sure	9%	0%	9%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	5%	99%	60%	30%
Democrat	90%	0%	28%	66%
Not Sure	5%	1%	12%	4%

By Ideology

Column %	Conserv.	Moderate	Liberal
Republican	98%	38%	5%
Democrat	1%	51%	92%
Not Sure	0%	11%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	48%	58%	50%	61%	44%
Democrat	47%	41%	38%	32%	54%
Not Sure	4%	1%	12%	7%	3%

By Race

Column %	White	Black	Hispanic	Other
Republican	56%	39%	40%	50%
Democrat	41%	45%	54%	50%
Not Sure	3%	16%	7%	0%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Republican	44%	43%	61%	73%	53%
Democrat	52%	49%	30%	26%	47%
Not Sure	4%	8%	9%	1%	0%

Which party do you trust more to handle: Education

Republican
49%

Democrat
47%
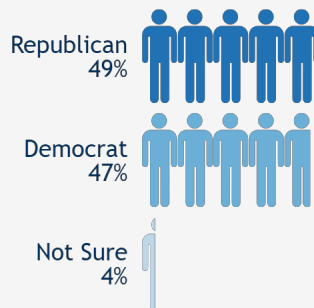
Not Sure
4%

Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	42%	56%
Democrat	56%	38%
Not Sure	2%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	48%	43%	58%	45%	50%
Democrat	49%	53%	36%	50%	49%
Not Sure	3%	5%	6%	5%	1%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Republican	5%	99%	57%
Democrat	90%	0%	19%
Not Sure	5%	1%	24%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	1%	98%	55%	32%
Democrat	98%	1%	33%	68%
Not Sure	1%	1%	12%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Republican	98%	32%	2%
Democrat	2%	60%	95%
Not Sure	1%	7%	3%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	46%	53%	50%	54%	42%
Democrat	50%	45%	49%	33%	58%
Not Sure	3%	3%	1%	12%	0%

By Race

Column %	White	Black	Hispanic	Other
Republican	53%	38%	27%	50%
Democrat	43%	57%	69%	50%
Not Sure	4%	6%	4%	0%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Republican	41%	40%	58%	70%	52%
Democrat	57%	53%	36%	29%	48%
Not Sure	3%	7%	6%	1%	0%

co/efficient

Which party do you trust more to handle:
COVID 19

Democrat
50%

Republican
42%
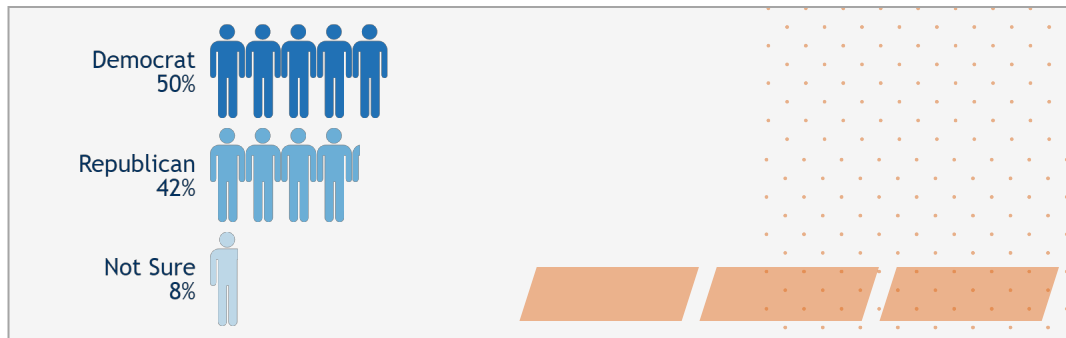
Not Sure
8%

Critical Crosstabs:

By Gender

Column %	Female	Male
Democrat	57%	42%
Republican	37%	48%
Not Sure	6%	10%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Democrat	52%	57%	39%	52%	50%
Republican	40%	31%	54%	41%	42%
Not Sure	8%	12%	6%	7%	8%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Democrat	93%	1%	26%
Republican	2%	88%	57%
Not Sure	5%	11%	17%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Democrat	99%	3%	39%	66%
Republican	0%	90%	38%	24%
Not Sure	1%	7%	22%	10%

By Ideology

Column %	Conserv.	Moderate	Liberal
Democrat	3%	66%	95%
Republican	91%	21%	3%
Not Sure	6%	14%	1%

By Last 4 Generals

Column %	4	3	2	1	0
Democrat	53%	49%	49%	36%	60%
Republican	41%	42%	42%	47%	40%
Not Sure	6%	9%	9%	17%	0%

By Race

Column %	White	Black	Hispanic	Other
Democrat	46%	56%	76%	55%
Republican	46%	36%	14%	40%
Not Sure	8%	8%	10%	5%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Democrat	60%	54%	40%	32%	48%
Republican	32%	39%	50%	62%	45%
Not Sure	8%	7%	10%	6%	7%

Jobs & Economy

Which party do you trust more to handle:
Jobs & Economy

Republican
50%

Democrat
44%
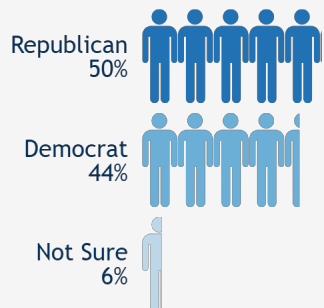
Not Sure
6%

Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	45%	57%
Democrat	52%	35%
Not Sure	4%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	48%	46%	62%	48%	48%
Democrat	51%	46%	29%	47%	47%
Not Sure	1%	8%	8%	5%	5%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Republican	9%	97%	66%
Democrat	83%	0%	20%
Not Sure	8%	3%	14%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	3%	99%	55%	32%
Democrat	92%	0%	29%	68%
Not Sure	5%	1%	16%	0%

By Ideology

Column %	Conserv.	Moderate	Liberal
Republican	98%	35%	3%
Democrat	1%	52%	94%
Not Sure	1%	12%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	48%	52%	50%	59%	42%
Democrat	46%	42%	48%	33%	52%
Not Sure	6%	6%	2%	8%	6%

By Race

Column %	White	Black	Hispanic	Other
Republican	54%	39%	32%	49%
Democrat	41%	52%	65%	44%
Not Sure	5%	8%	3%	7%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Republican	42%	43%	61%	68%	54%
Democrat	51%	52%	33%	26%	46%
Not Sure	7%	5%	6%	6%	1%

co/efficient

Which party do you trust more to handle: Healthcare

Republican
44%

Democrat
51%
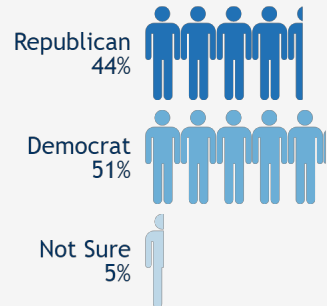
Not Sure
5%

Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	39%	50%
Democrat	57%	43%
Not Sure	4%	7%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	43%	35%	53%	42%	46%
Democrat	55%	56%	40%	53%	50%
Not Sure	2%	9%	8%	4%	4%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Republican	4%	92%	41%
Democrat	94%	1%	29%
Not Sure	2%	7%	31%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	1%	93%	43%	23%
Democrat	98%	2%	44%	70%
Not Sure	1%	5%	12%	7%

By Ideology

Column %	Conserv.	Moderate	Liberal
Republican	92%	25%	3%
Democrat	2%	67%	97%
Not Sure	6%	8%	1%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	43%	45%	47%	48%	40%
Democrat	53%	47%	50%	44%	58%
Not Sure	4%	8%	3%	9%	2%

By Race

Column %	White	Black	Hispanic	Other
Republican	48%	35%	23%	39%
Democrat	47%	60%	73%	54%
Not Sure	5%	5%	3%	7%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Republican	34%	37%	56%	66%	48%
Democrat	60%	58%	40%	30%	48%
Not Sure	6%	6%	3%	5%	5%

co/efficient

Which of the following had the biggest impact on your vote for Governor?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Abortion Rights	29%	6%	14%	0%
COVID-19	29%	1%	14%	27%
CRT	5%	21%	16%	4%
Message to Biden	3%	22%	13%	4%
Education	13%	9%	7%	6%
Supporting Trump	4%	17%	4%	0%
Cut Grocery Tax	0%	8%	8%	6%
School Safety	2%	4%	3%	0%

Abortion Rights 16%
COVID-19 15%
CRT 13%
Message to Biden 12%
Education 10%
Supporting Trump 8%
Cut Grocery Tax 5%
School Safety 3%

co/efficient
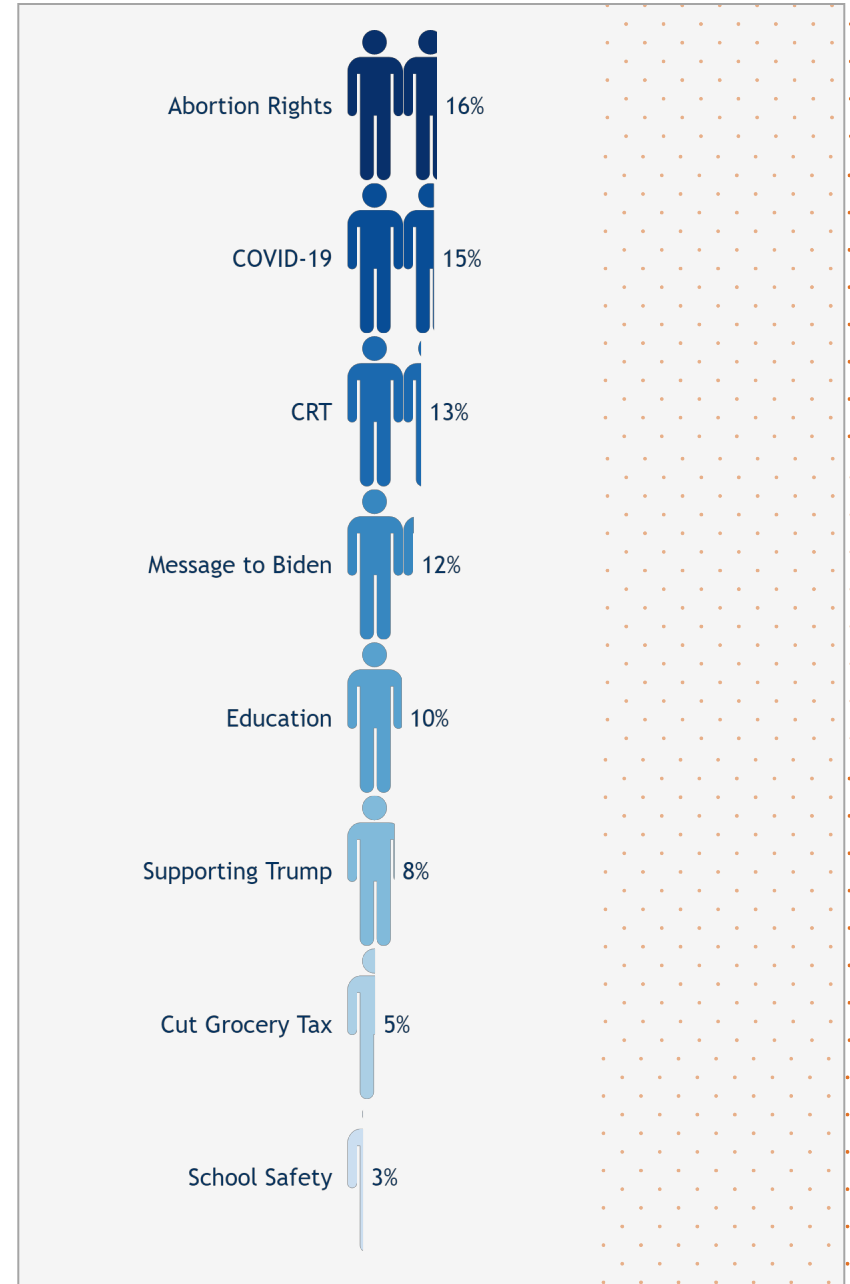
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Abortion Rights	22%	9%
COVID-19	15%	15%
CRT	12%	14%
Message to Biden	9%	16%
Education	8%	12%
Supporting Trump	8%	9%
Cut Grocery Tax	5%	5%
School Safety	2%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Abortion Rights	26%	10%	10%	17%	17%
COVID-19	10%	21%	11%	22%	13%
CRT	6%	10%	17%	12%	16%
Message to Biden	9%	9%	10%	12%	16%
Education	9%	12%	11%	6%	11%
Supporting Trump	10%	5%	10%	11%	7%
Cut Grocery Tax	13%	3%	4%	5%	3%
School Safety	5%	2%	5%	2%	2%

By Race

Column %	White	Black	Hispanic	Other
Abortion Rights	16%	20%	11%	10%
COVID-19	14%	20%	22%	18%
CRT	13%	16%	6%	9%
Message to Biden	13%	9%	1%	12%
Education	11%	5%	10%	8%
Supporting Trump	9%	5%	2%	21%
Cut Grocery Tax	5%	7%	7%	1%
School Safety	3%	2%	7%	3%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Abortion Rights	17%	22%	12%	7%	19%
COVID-19	14%	16%	14%	15%	22%
CRT	15%	7%	18%	16%	8%
Message to Biden	10%	8%	11%	20%	19%
Education	11%	11%	10%	4%	8%
Supporting Trump	8%	9%	9%	10%	8%
Cut Grocery Tax	2%	1%	11%	15%	1%
School Safety	3%	5%	1%	2%	3%

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Which of the following had the biggest impact on your vote for the House of Delegates?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Policies or Plans	59%	32%	45%	46%
Check & Balance	18%	26%	27%	13%
Message to Biden	4%	18%	13%	7%
Support Trump	3%	15%	0%	0%
Know the Cand.	8%	5%	3%	0%
Other	9%	4%	11%	34%

Policies or Plans   46%

Check & Balance   22%

Message to Biden   11%

Support Trump   6%

Know the Cand.   5%

Other   9%

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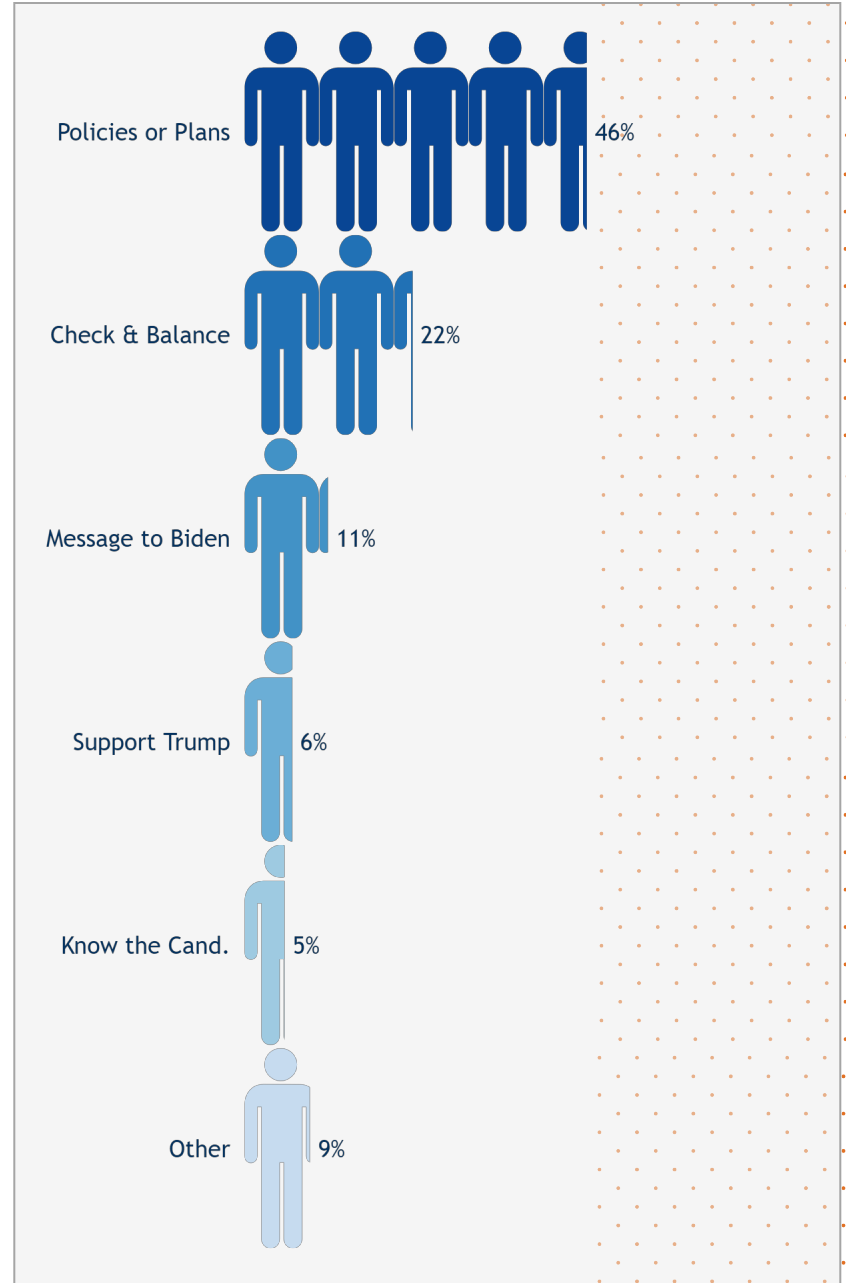
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Policies or Plans	53%	37%
Check & Balance	18%	28%
Message to Biden	9%	14%
Support Trump	6%	6%
Know the Cand.	4%	7%
Other	9%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Policies or Plans	62%	45%	41%	43%	44%
Check & Balance	9%	24%	27%	24%	24%
Message to Biden	7%	11%	12%	10%	14%
Support Trump	3%	5%	7%	9%	6%
Know the Cand.	6%	3%	3%	5%	8%
Other	13%	12%	10%	10%	4%

By Race

Column %	White	Black	Hispanic	Other
Policies or Plans	49%	28%	50%	50%
Check & Balance	19%	40%	31%	10%
Message to Biden	12%	10%	2%	13%
Support Trump	6%	6%	2%	18%
Know the Cand.	6%	3%	4%	3%
Other	8%	12%	11%	7%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Policies or Plans	48%	44%	43%	52%	39%
Check & Balance	23%	29%	28%	11%	11%
Message to Biden	8%	9%	13%	22%	8%
Support Trump	5%	9%	6%	8%	6%
Know the Cand.	6%	3%	4%	6%	10%
Other	10%	5%	6%	2%	26%

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Which of the following Policies/Plans proposed by House of Delegate Candidates had the biggest impact on your vote for the House of Delegates?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Abortion Rights	39%	5%	17%	11%
Children's Education	5%	31%	32%	9%
Grocery & Gas Tax	9%	28%	10%	3%
Opp. Defund Police	4%	28%	18%	11%
COVID-19	29%	2%	12%	26%
Other	14%	6%	13%	39%

Abortion Rights 21%

Children's Education 20%

Grocery & Gas Tax 16%

Opp. Defund Police 16%

COVID-19 15%

Other 12%

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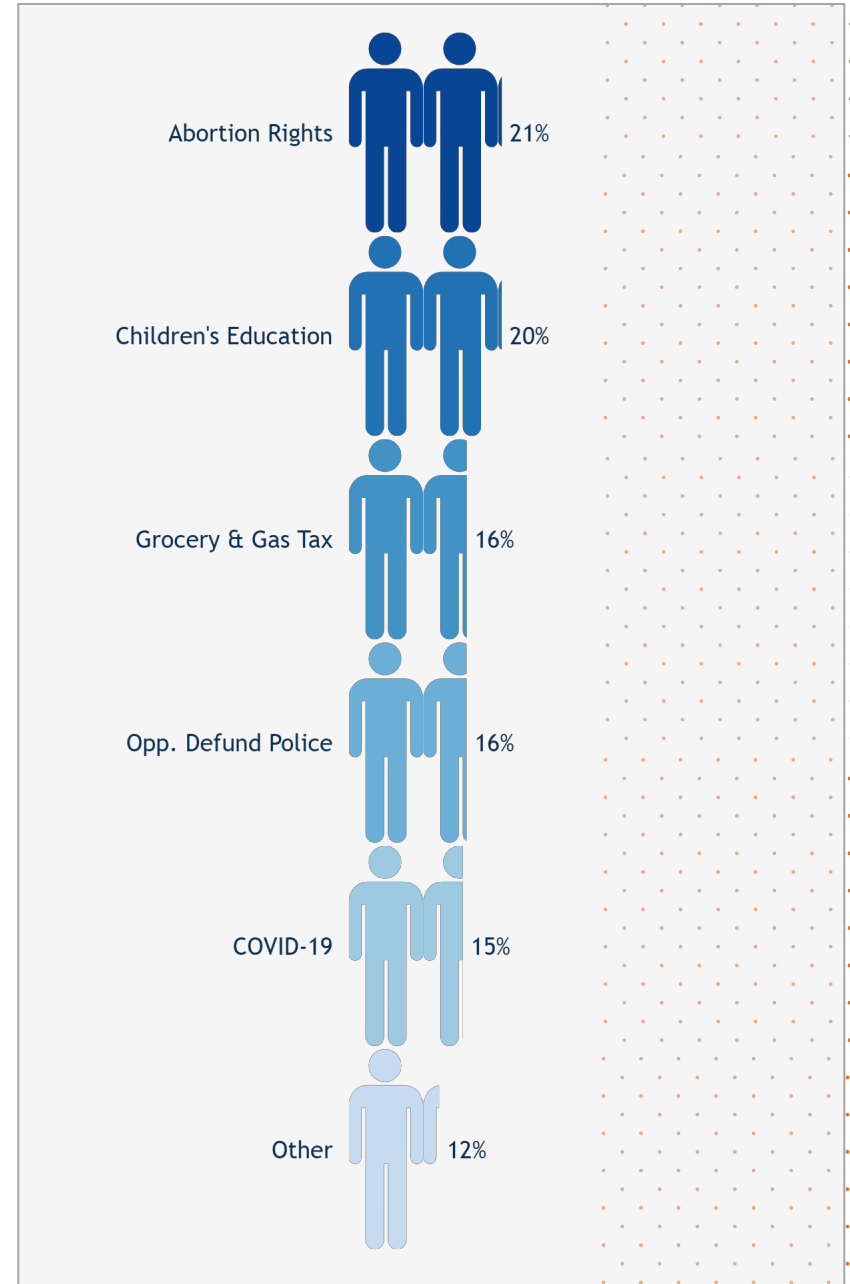
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Abortion Rights	26%	15%
Children's Education	18%	24%
Grocery & Gas Tax	15%	17%
Opp. Defund Police	14%	18%
COVID-19	16%	14%
Other	12%	12%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Abortion Rights	30%	16%	17%	22%	18%
Children's Education	21%	22%	22%	17%	22%
Grocery & Gas Tax	10%	13%	11%	18%	20%
Opp. Defund Police	9%	10%	27%	17%	14%
COVID-19	14%	22%	12%	15%	15%
Other	15%	17%	11%	10%	11%

By Race

Column %	White	Black	Hispanic	Other
Abortion Rights	19%	28%	17%	15%
Children's Education	20%	21%	20%	22%
Grocery & Gas Tax	16%	12%	14%	22%
Opp. Defund Police	18%	12%	4%	7%
COVID-19	13%	18%	31%	23%
Other	13%	9%	14%	11%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Abortion Rights	21%	24%	17%	15%	24%
Children's Education	19%	15%	23%	33%	16%
Grocery & Gas Tax	10%	20%	23%	17%	12%
Opp. Defund Police	15%	14%	13%	25%	15%
COVID-19	18%	19%	12%	4%	20%
Other	17%	8%	11%	6%	13%

Democratic Policies

What is your opinion of the policies being supported by Democrats?

Too Far Left
51%

Just Right
30%
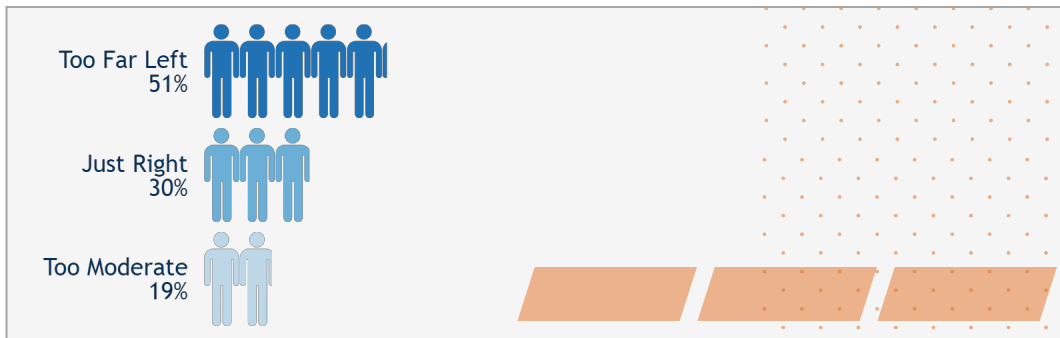
Too Moderate
19%

Critical Crosstabs:

By Gender

Column %	Female	Male
Too Far Left	45%	58%
Just Right	39%	19%
Too Moderate	16%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Too Far Left	49%	41%	62%	50%	51%
Just Right	15%	21%	20%	42%	37%
Too Moderate	36%	38%	18%	8%	12%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Too Far Left	10%	98%	77%
Just Right	56%	1%	6%
Too Moderate	34%	2%	17%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Too Far Left	4%	96%	63%	27%
Just Right	66%	2%	18%	0%
Too Moderate	29%	2%	20%	73%

By Ideology

Column %	Conserv.	Moderate	Liberal
Too Far Left	98%	38%	4%
Just Right	1%	46%	45%
Too Moderate	1%	16%	51%

By Last 4 Generals

Column %	4	3	2	1	0
Too Far Left	49%	57%	50%	55%	38%
Just Right	32%	28%	27%	20%	49%
Too Moderate	19%	15%	23%	25%	13%

By Race

Column %	White	Black	Hispanic	Other
Too Far Left	56%	39%	36%	43%
Just Right	28%	33%	40%	24%
Too Moderate	16%	28%	24%	34%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Too Far Left	44%	43%	59%	71%	53%
Just Right	34%	34%	29%	20%	17%
Too Moderate	22%	23%	12%	9%	29%

Republican Policies

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What is your opinion of the policies being supported by Republicans?

Too Far Right
49%

Just Right
40%
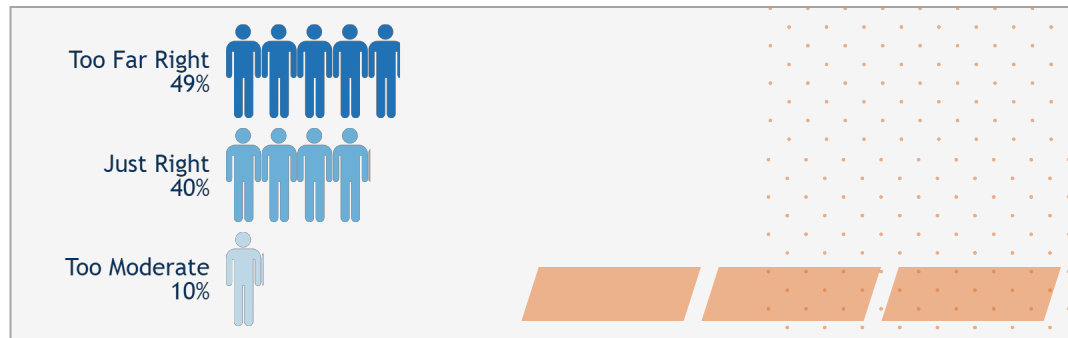
Too Moderate
10%

Critical Crosstabs:

By Gender

Column %	Female	Male
Too Far Right	55%	42%
Just Right	36%	46%
Too Moderate	9%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Too Far Right	51%	55%	39%	51%	49%
Just Right	40%	35%	52%	39%	38%
Too Moderate	9%	10%	8%	10%	13%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Too Far Right	90%	2%	37%
Just Right	6%	79%	62%
Too Moderate	4%	19%	2%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Too Far Right	94%	3%	43%	70%
Just Right	3%	79%	45%	26%
Too Moderate	3%	18%	11%	4%

By Ideology

Column %	Conserv.	Moderate	Liberal
Too Far Right	2%	65%	95%
Just Right	77%	30%	3%
Too Moderate	21%	5%	3%

By Last 4 Generals

Column %	4	3	2	1	0
Too Far Right	51%	46%	50%	40%	59%
Just Right	40%	41%	44%	41%	31%
Too Moderate	9%	13%	7%	19%	9%

By Race

Column %	White	Black	Hispanic	Other
Too Far Right	45%	59%	62%	60%
Just Right	43%	34%	35%	38%
Too Moderate	12%	7%	4%	1%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Too Far Right	57%	56%	41%	27%	48%
Just Right	35%	32%	52%	60%	31%
Too Moderate	7%	12%	6%	14%	22%

Final Debate Statement

In the final gubernatorial debate, Terry McAuliffe said "I don't think parents should be telling schools what they should teach." How much of a factor was this statement on your decision?

Very Significant 39%

Small Factor 15%

Not a Factor 46%

Critical Crosstabs:

By Gender

Column %	Female	Male
Very Significant	35%	44%
Small Factor	13%	17%
Not a Factor	52%	39%

By Age

Column %	Earlier in Campaign	Within Last Week	Within Last Month
Very Significant	36%	49%	50%
Small Factor	14%	32%	14%
Not a Factor	51%	18%	36%

By 2020 Presidential Vote

Column %	Biden	Trump	Other
Very Significant	10%	72%	46%
Small Factor	11%	18%	28%
Not a Factor	78%	10%	26%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Very Significant	9%	70%	43%	25%
Small Factor	8%	19%	20%	8%
Not a Factor	82%	11%	37%	67%

By Ideology

Column %	Conserv.	Moderate	Liberal
Very Significant	74%	22%	14%
Small Factor	17%	19%	6%
Not a Factor	9%	59%	80%

By Last 4 Generals

Column %	4	3	2	1	0
Very Significant	36%	43%	33%	48%	49%
Small Factor	15%	16%	17%	11%	6%
Not a Factor	48%	41%	50%	41%	44%

By Race

Column %	White	Black	Hispanic	Other
Very Significant	42%	33%	9%	50%
Small Factor	15%	12%	22%	12%
Not a Factor	43%	55%	70%	39%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Very Significant	36%	34%	43%	50%	38%
Small Factor	14%	14%	17%	22%	9%
Not a Factor	50%	52%	40%	28%	53%

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When did you make your decision?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Earlier in Campaign	84%	79%	59%	78%
Within Last Week	2%	5%	16%	10%
Within Last Month	13%	16%	24%	12%

Earlier in Campaign — 7

Within Last Week — 7%

Within Last Month — 17%
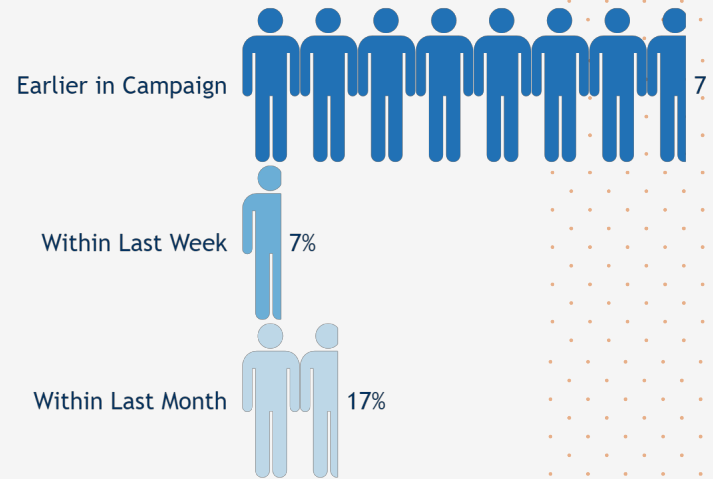
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Earlier in Campaign	79%	74%
Within Last Week	6%	8%
Within Last Month	15%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Earlier in Campaign	64%	76%	82%	82%	76%
Within Last Week	13%	10%	8%	4%	3%
Within Last Month	23%	14%	11%	13%	21%

By Race

Column %	White	Black	Hispanic	Other
Earlier in Campaign	77%	82%	66%	64%
Within Last Week	6%	7%	5%	16%
Within Last Month	17%	11%	29%	20%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Earlier in Campaign	70%	80%	75%	86%	85%
Within Last Week	10%	5%	5%	2%	8%
Within Last Month	19%	15%	21%	12%	7%

Of the following options, how do you receive your political news?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Television News	47%	45%	24%	15%
Online News	30%	34%	51%	67%
Newspaper	12%	3%	9%	8%
Social Media	5%	14%	9%	0%
Friends & Family	2%	1%	0%	0%
Other/None	4%	3%	7%	10%

Television News 40%

Online News 38%

Newspaper 8%

Social Media 9%

Friends & Family 1%

Other/None 5%

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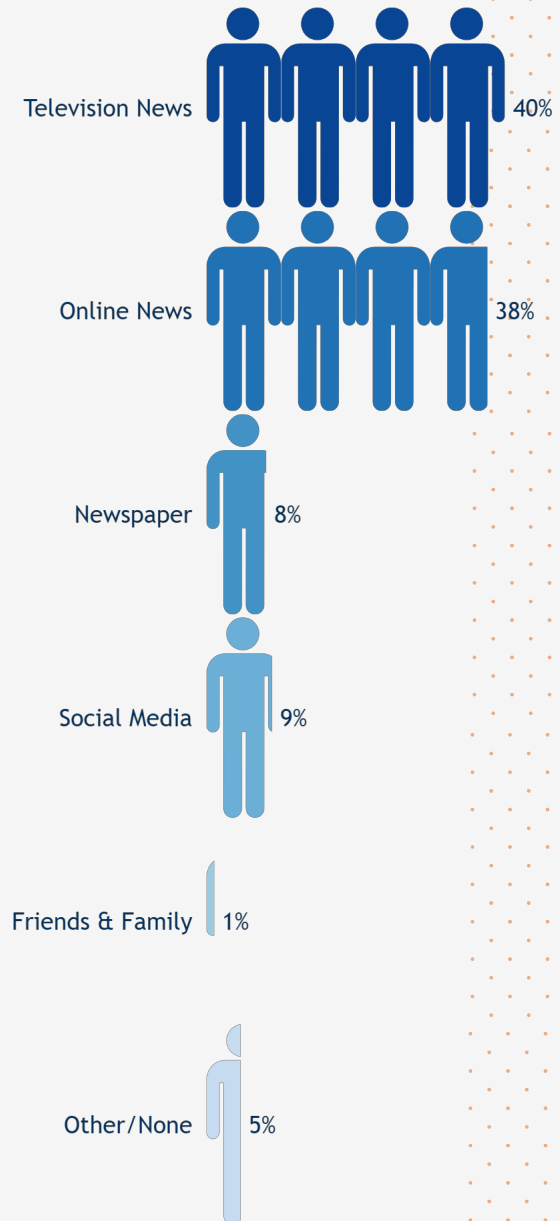
Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Television News	45%	34%
Online News	32%	44%
Newspaper	9%	7%
Social Media	7%	11%
Friends & Family	2%	0%
Other/None	5%	5%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Television News	11%	17%	34%	55%	58%
Online News	52%	58%	47%	32%	19%
Newspaper	1%	2%	8%	7%	15%
Social Media	32%	11%	5%	4%	3%
Friends & Family	0%	1%	1%	0%	3%
Other/None	5%	12%	5%	2%	2%

By Race

Column %	White	Black	Hispanic	Other
Television News	40%	40%	46%	38%
Online News	37%	40%	29%	48%
Newspaper	9%	3%	9%	4%
Social Media	8%	14%	4%	5%
Friends & Family	1%	0%	0%	2%
Other/None	5%	3%	12%	2%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Television News	32%	43%	48%	54%	26%
Online News	41%	40%	38%	27%	36%
Newspaper	15%	3%	6%	1%	6%
Social Media	7%	9%	5%	11%	19%
Friends & Family	1%	0%	0%	1%	6%
Other/None	4%	4%	4%	5%	7%

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If you use social media, which do you use the most?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Facebook	46%	52%	40%	23%
Instagram	10%	7%	17%	21%
Tik-Tok	2%	5%	5%	5%
Snapchat	1%	0%	1%	5%
None	41%	35%	36%	47%

Facebook 46%

Instagram 11%

Tik-Tok 4%
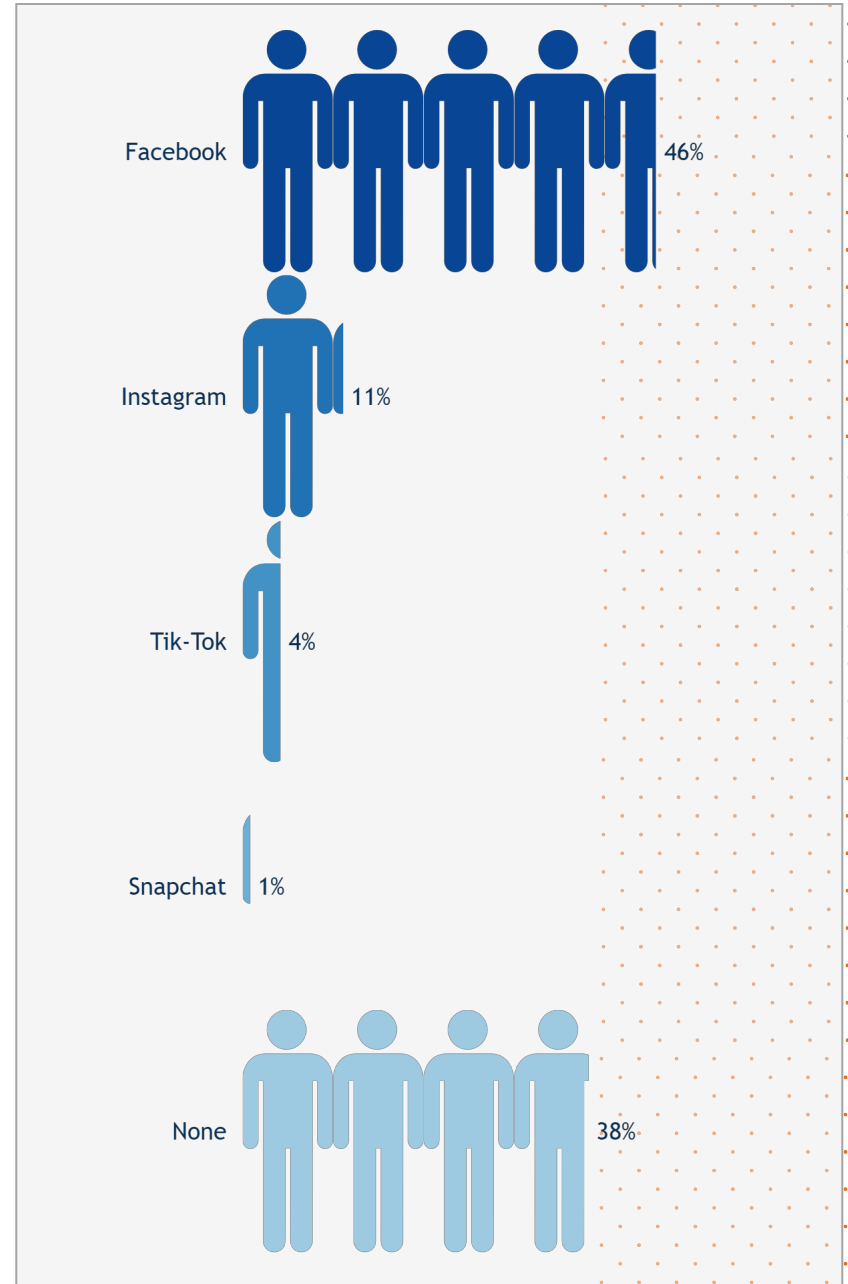
Snapchat 1%

None 38%

Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Facebook	51%	39%
Instagram	13%	9%
Tik-Tok	4%	4%
Snapchat	0%	2%
None	32%	45%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Facebook	15%	48%	58%	58%	41%
Instagram	40%	20%	7%	3%	2%
Tik-Tok	19%	4%	3%	2%	0%
Snapchat	3%	1%	0%	1%	0%
None	23%	27%	32%	37%	56%

By Race

Column %	White	Black	Hispanic	Other
Facebook	49%	30%	55%	39%
Instagram	8%	22%	4%	22%
Tik-Tok	3%	5%	17%	2%
Snapchat	1%	1%	1%	2%
None	39%	42%	22%	35%

By DMA

| Column %	DC	Richmo.	Norfolk	Roano.	Other
Facebook	48%	39%	51%	53%	32%
Instagram	10%	14%	13%	6%	13%
Tik-Tok	5%	7%	1%	2%	6%
Snapchat	0%	1%	1%	0%	2%
None	37%	40%	35%	38%	47%

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Of all statewide major party candidates, who would you prefer to drink a beer with?

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Glenn Youngkin	5%	58%	21%	14%
Winsome Sears	2%	34%	40%	18%
Terry McAuliffe	45%	1%	10%	50%
Hala Ayala	35%	0%	20%	11%
Mark Herring	13%	1%	5%	3%
Jason Miyares	0%	5%	4%	4%

Glenn Youngkin   28%

Winsome Sears   23%

Terry McAuliffe   22%

Hala Ayala   18%

Mark Herring   7%
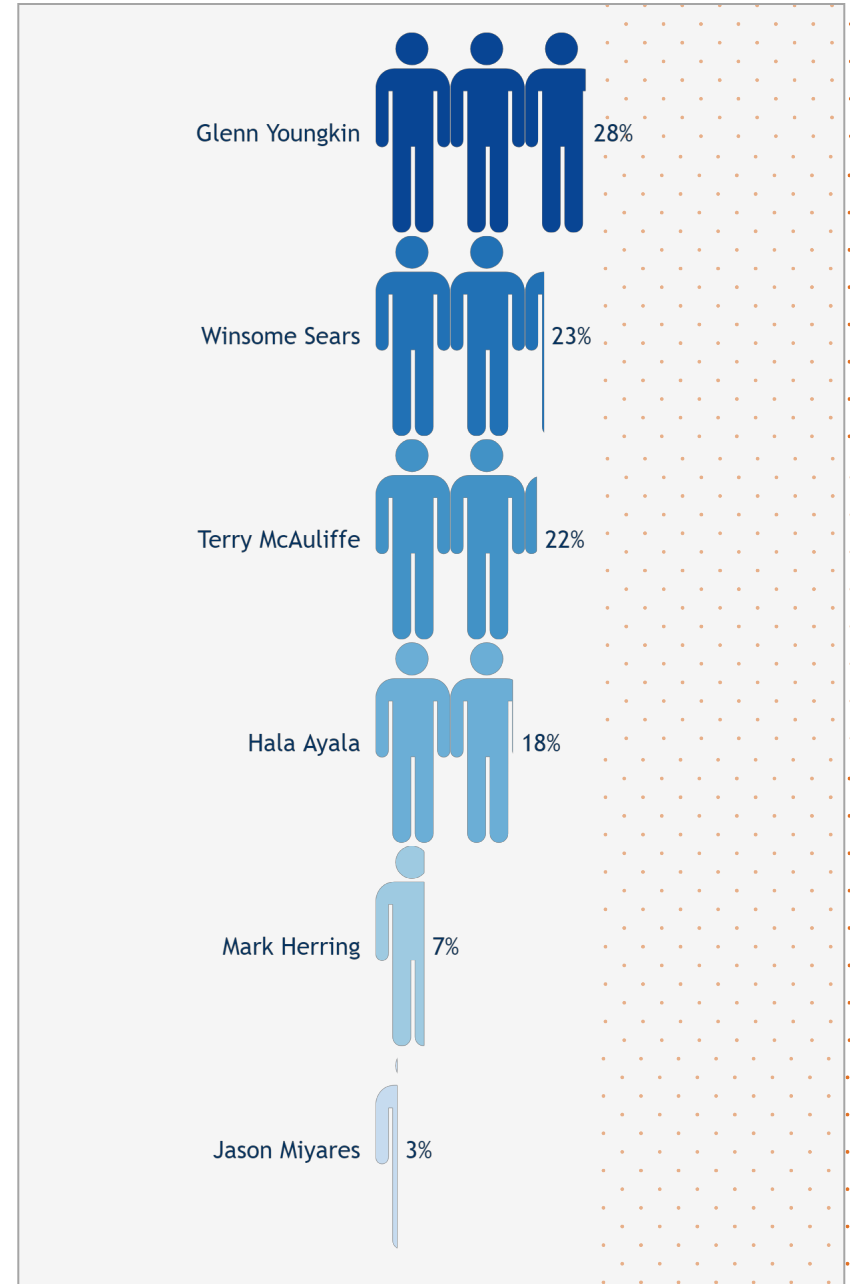
Jason Miyares   3%

Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Glenn Youngkin	21%	36%
Winsome Sears	22%	23%
Terry McAuliffe	25%	18%
Hala Ayala	23%	12%
Mark Herring	6%	7%
Jason Miyares	2%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Glenn Youngkin	34%	19%	24%	29%	31%
Winsome Sears	18%	23%	37%	19%	19%
Terry McAuliffe	12%	30%	18%	22%	24%
Hala Ayala	27%	16%	15%	21%	16%
Mark Herring	7%	6%	5%	8%	6%
Jason Miyares	1%	6%	2%	2%	4%

By Race

Column %	White	Black	Hispanic	Other
Glenn Youngkin	29%	26%	18%	39%
Winsome Sears	26%	16%	5%	8%
Terry McAuliffe	19%	33%	26%	14%
Hala Ayala	15%	23%	41%	28%
Mark Herring	7%	2%	7%	9%
Jason Miyares	4%	0%	3%	2%

By DMA

Column %	DC	Richmo.	Norfolk	Roano.	Other
Glenn Youngkin	22%	19%	44%	39%	25%
Winsome Sears	23%	23%	18%	28%	21%
Terry McAuliffe	20%	27%	21%	11%	30%
Hala Ayala	23%	23%	12%	12%	15%
Mark Herring	11%	3%	4%	3%	4%
Jason Miyares	1%	4%	1%	6%	6%

Methodology and Demographics

Fielded On: November 4-5, 2021

-

Method: Mobile Text Response

-

Population & Sample Description:
1,040 General Election Voters

-

MoE: +/- 3.04%

-

Weighting: Age, Gender, Education Level, Self-Reported Party

-

For information, contact:
Ryan Munce
President
co/efficient
ryan@coefficient.org

Age

	%
18-34	14%
35-44	15%
45-54	18%
55-64	24%
65+	29%

Gender

	%
Female	54%
Male	46%

Education Level

	%
HS	47%
College	32%
Grad+	21%

Self-Reported Party

	%
Dem.	38%
Repub.	36%
Indep.	22%
Other	4%

Ideology

	%
Conserv.	37%
Moderate	38%
Liberal	25%

Last 4 Generals

	%
4	51%
3	21%
2	13%
1	11%
0	3%

Race

	%
White	74%
Black	16%
Hispanic	5%
Other	5%

DMA

	%
DC	36%
Richmo.	22%
Norfolk	20%
Roano.	13%
Other	10%

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