

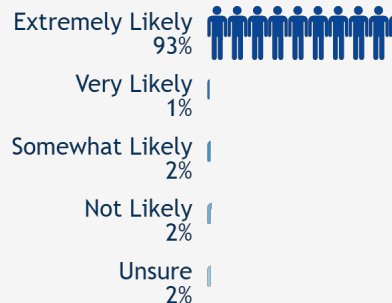


VA Statewide Lt. Governor 2021 General Election

Image, Ballot, and Message Testing
October 21st, 2021



How likely are you to vote in this November's elections?



Critical Crosstabs:

By Gender

Column %	Female	Male
Extremely Likely	91%	96%
Very Likely	1%	1%
Somewhat Likely	2%	1%
Not Likely	3%	1%
Unsure	2%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Extremely Likely	93%	94%	97%	93%	91%
Very Likely	0%	3%	0%	1%	2%
Somewhat Likely	1%	2%	1%	2%	2%
Not Likely	6%	2%	0%	0%	3%
Unsure	0%	0%	2%	4%	2%

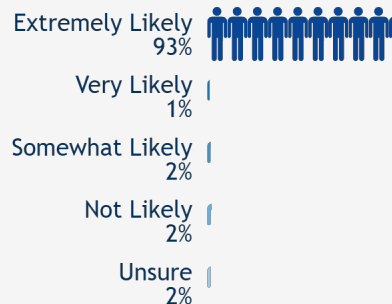
By Education Level

Column %	HS	College	Grad+
Extremely Likely	90%	96%	96%
Very Likely	0%	2%	2%
Somewhat Likely	2%	2%	1%
Not Likely	4%	1%	1%
Unsure	4%	0%	0%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Extremely Likely	95%	92%	95%	77%
Very Likely	1%	1%	1%	3%
Somewhat Likely	2%	1%	2%	9%
Not Likely	1%	3%	1%	11%
Unsure	1%	3%	2%	0%

How likely are you to vote in this November's elections?



Critical Crosstabs:

By Ideology

Column %	Moderate	Conserv.	Liberal
Extremely Likely	95%	93%	91%
Very Likely	1%	2%	0%
Somewhat Likely	2%	0%	4%
Not Likely	1%	4%	0%
Unsure	1%	2%	4%

By Last 4 Generals

Column %	4	3	2	1	0
Extremely Likely	96%	94%	95%	91%	79%
Very Likely	1%	0%	2%	1%	2%
Somewhat Likely	0%	5%	1%	1%	5%
Not Likely	0%	0%	2%	7%	9%
Unsure	2%	0%	0%	0%	5%

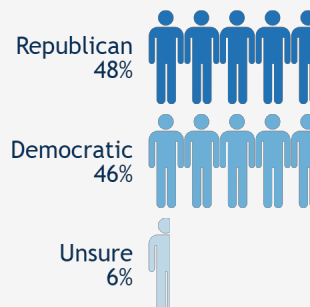
By Race

Column %	White	Black	Hispanic	Other
Extremely Likely	93%	92%	96%	95%
Very Likely	1%	1%	2%	1%
Somewhat Likely	2%	1%	0%	0%
Not Likely	2%	0%	2%	4%
Unsure	2%	5%	0%	0%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Extremely Likely	97%	92%	96%	91%	82%
Very Likely	1%	2%	2%	0%	1%
Somewhat Likely	0%	2%	0%	3%	7%
Not Likely	1%	2%	0%	2%	10%
Unsure	2%	2%	2%	3%	0%

If the election for the Virginia House of Delegates were held today would you vote for the Democratic or Republican candidate?



Critical Crosstabs:

By Gender

Column %	Female	Male
Republican	43%	54%
Democratic	51%	40%
Unsure	6%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Republican	59%	44%	49%	49%	45%
Democratic	34%	50%	46%	44%	49%
Unsure	7%	5%	4%	7%	6%

By Education Level

Column %	HS	College	Grad+
Republican	53%	47%	39%
Democratic	41%	48%	56%
Unsure	7%	6%	5%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Republican	4%	94%	54%	32%
Democratic	94%	3%	33%	19%
Unsure	2%	3%	13%	49%

By Ideology

Column %	Moderate	Conserv.	Liberal
Republican	28%	90%	6%
Democratic	64%	7%	86%
Unsure	8%	3%	8%

By Last 4 Generals

Column %	4	3	2	1	0
Republican	47%	49%	48%	54%	47%
Democratic	49%	43%	45%	42%	40%
Unsure	4%	7%	7%	3%	13%

By Race

Column %	White	Black	Hispanic	Other
Republican	51%	25%	28%	54%
Democratic	42%	74%	72%	44%
Unsure	7%	2%	0%	2%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Republican	48%	36%	48%	53%	60%
Democratic	49%	54%	47%	37%	32%
Unsure	3%	10%	5%	10%	8%

If the election for Governor were held today would you vote for Republican Glenn Youngkin, Democrat Terry McAuliffe, or Liberation Princess Blanding?



Critical Crosstabs:

By Gender

Column %	Female	Male
Youngkin	42%	52%
McAuliffe	50%	36%
Blanding	3%	6%
Unsure	5%	5%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Youngkin	47%	44%	49%	48%	45%
McAuliffe	28%	50%	46%	44%	45%
Blanding	19%	4%	1%	3%	4%
Unsure	7%	1%	4%	5%	7%

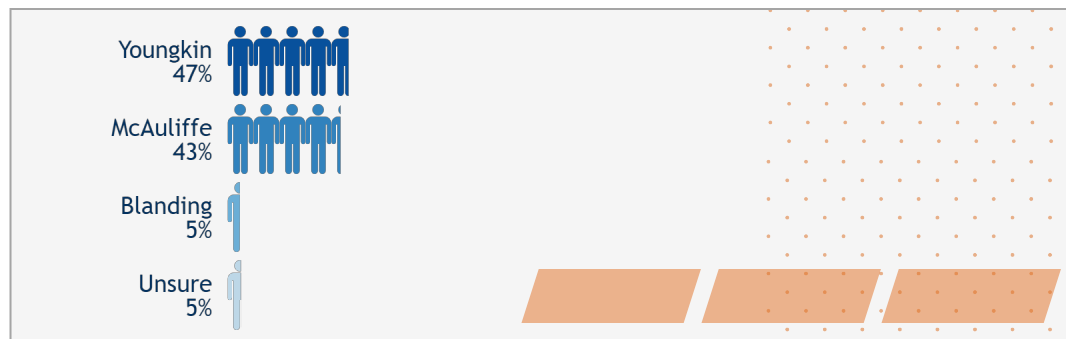
By Education Level

Column %	HS	College	Grad+
Youngkin	49%	47%	41%
McAuliffe	37%	46%	55%
Blanding	7%	3%	2%
Unsure	7%	4%	3%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Youngkin	5%	92%	49%	25%
McAuliffe	89%	3%	31%	18%
Blanding	3%	3%	8%	37%
Unsure	3%	3%	12%	21%

If the election for Governor were held today would you vote for Republican Glenn Youngkin, Democrat Terry McAuliffe, or Liberation Princess Blanding?



Critical Crosstabs:

By Ideology

Column %	Moderate	Conserv.	Liberal
Youngkin	28%	86%	7%
McAuliffe	60%	7%	82%
Blanding	5%	5%	5%
Unsure	8%	2%	5%

By Last 4 Generals

Column %	4	3	2	1	0
Youngkin	44%	50%	42%	46%	58%
McAuliffe	47%	45%	48%	46%	23%
Blanding	4%	3%	0%	6%	12%
Unsure	5%	2%	10%	3%	7%

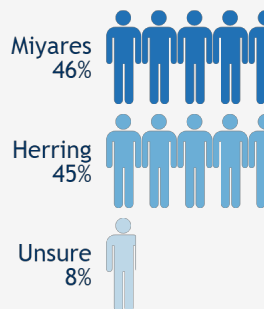
By Race

Column %	White	Black	Hispanic	Other
Youngkin	50%	24%	20%	47%
McAuliffe	41%	63%	63%	40%
Blanding	5%	3%	16%	7%
Unsure	5%	10%	0%	5%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Youngkin	45%	38%	43%	53%	63%
McAuliffe	44%	52%	48%	36%	29%
Blanding	8%	5%	1%	2%	3%
Unsure	3%	5%	8%	9%	5%

If the election for Attorney General was today would you vote for Republican Jason Miyares or Democrat Mark Herring?



Critical Crosstabs:

By Gender

Column %	Female	Male
Miyares	42%	52%
Herring	50%	40%
Unsure	9%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Miyares	46%	43%	49%	42%	49%
Herring	40%	54%	45%	49%	41%
Unsure	14%	2%	6%	10%	10%

By Education Level

Column %	HS	College	Grad+
Miyares	49%	46%	41%
Herring	39%	48%	56%
Unsure	12%	6%	3%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Miyares	14%	83%	46%	26%
Herring	81%	11%	40%	21%
Unsure	5%	6%	13%	53%

By Ideology

Column %	Moderate	Conserv.	Liberal
Miyares	31%	80%	9%
Herring	59%	14%	80%
Unsure	10%	6%	11%

By Last 4 Generals

Column %	4	3	2	1	0
Miyares	46%	46%	46%	44%	52%
Herring	48%	45%	45%	49%	30%
Unsure	6%	8%	9%	8%	18%

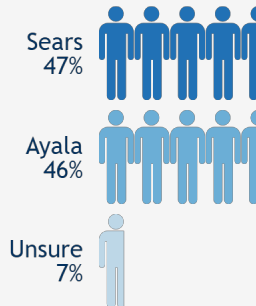
By Race

Column %	White	Black	Hispanic	Other
Miyares	47%	36%	19%	58%
Herring	45%	50%	81%	33%
Unsure	8%	15%	0%	10%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Miyares	46%	42%	44%	54%	50%
Herring	50%	49%	46%	35%	35%
Unsure	5%	9%	10%	12%	15%

If the election for Lt. Governor was today would you vote for Republican Winsome Sears or Democrat Hala Ayala?



Critical Crosstabs:

By Gender

Column %	Female	Male
Sears	40%	54%
Ayala	52%	39%
Unsure	8%	7%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Sears	54%	44%	50%	45%	45%
Ayala	32%	53%	45%	45%	49%
Unsure	14%	2%	5%	9%	6%

By Education Level

Column %	HS	College	Grad+
Sears	51%	45%	39%
Ayala	40%	48%	55%
Unsure	8%	6%	6%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Sears	8%	86%	53%	38%
Ayala	88%	7%	38%	20%
Unsure	4%	7%	9%	42%

By Ideology

Column %	Moderate	Conserv.	Liberal
Sears	31%	84%	6%
Ayala	63%	10%	82%
Unsure	6%	6%	12%

By Last 4 Generals

Column %	4	3	2	1	0
Sears	46%	48%	41%	58%	45%
Ayala	50%	47%	48%	36%	36%
Unsure	4%	5%	11%	6%	19%

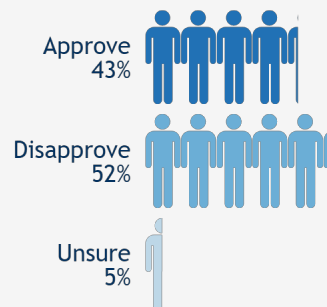
By Race

Column %	White	Black	Hispanic	Other
Sears	48%	35%	22%	52%
Ayala	44%	58%	78%	43%
Unsure	8%	7%	0%	5%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Sears	48%	39%	46%	50%	51%
Ayala	48%	51%	50%	42%	30%
Unsure	4%	10%	4%	8%	19%

Do you approve or disapprove of the job Joe Biden is doing as President?



Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	47%	38%
Disapprove	48%	57%
Unsure	5%	5%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	26%	41%	44%	45%	47%
Disapprove	73%	50%	51%	50%	49%
Unsure	1%	9%	5%	5%	4%

By Education Level

Column %	HS	College	Grad+
Approve	37%	45%	53%
Disapprove	57%	52%	43%
Unsure	6%	3%	4%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Approve	87%	5%	29%	16%
Disapprove	11%	93%	58%	62%
Unsure	2%	2%	13%	22%

By Ideology

Column %	Moderate	Conserv.	Liberal
Approve	59%	9%	78%
Disapprove	34%	89%	19%
Unsure	8%	2%	4%

By Last 4 Generals

Column %	4	3	2	1	0
Approve	44%	49%	49%	39%	28%
Disapprove	53%	51%	45%	50%	60%
Unsure	3%	0%	6%	12%	12%

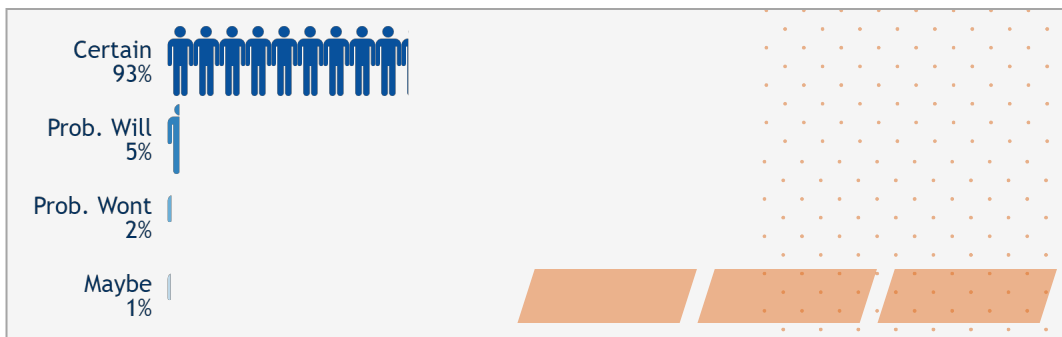
By Race

Column %	White	Black	Hispanic	Other
Approve	40%	62%	72%	43%
Disapprove	55%	37%	28%	56%
Unsure	6%	1%	0%	2%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Approve	44%	54%	47%	29%	29%
Disapprove	49%	42%	49%	68%	69%
Unsure	7%	4%	4%	3%	1%

How would you describe the likelihood that you will be casting a vote in the upcoming general election?



Critical Crosstabs:

By Gender

Column %	Female	Male
Certain	91%	95%
Prob. Will	6%	3%
Prob. Wont	2%	1%
Maybe	2%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Certain	92%	93%	97%	89%	93%
Prob. Will	0%	7%	0%	8%	5%
Prob. Wont	2%	0%	2%	2%	2%
Maybe	6%	0%	1%	2%	0%

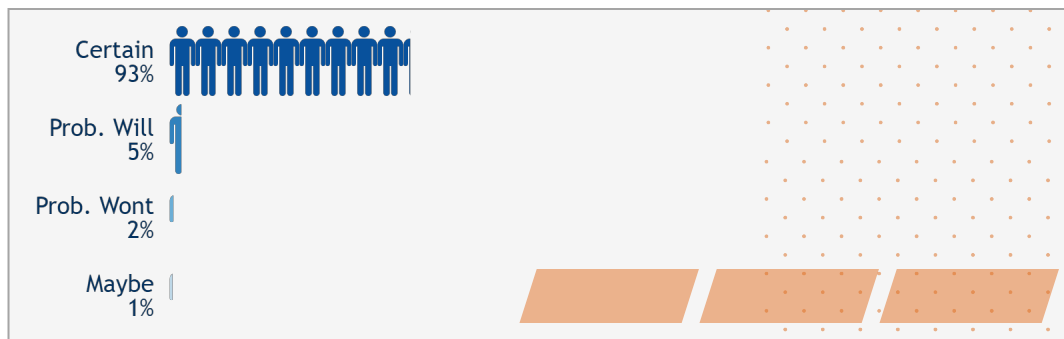
By Education Level

Column %	HS	College	Grad+
Certain	89%	96%	96%
Prob. Will	7%	3%	2%
Prob. Wont	2%	0%	1%
Maybe	2%	1%	1%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Certain	93%	93%	94%	70%
Prob. Will	7%	3%	3%	7%
Prob. Wont	0%	2%	2%	17%
Maybe	0%	2%	1%	7%

How would you describe the likelihood that you will be casting a vote in the upcoming general election?



Critical Crosstabs:

By Ideology

Column %	Moderate	Conserv.	Liberal
Certain	92%	95%	89%
Prob. Will	6%	2%	6%
Prob. Wont	1%	2%	2%
Maybe	1%	1%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Certain	96%	93%	94%	91%	79%
Prob. Will	3%	6%	5%	5%	9%
Prob. Wont	1%	0%	1%	3%	6%
Maybe	0%	1%	0%	1%	7%

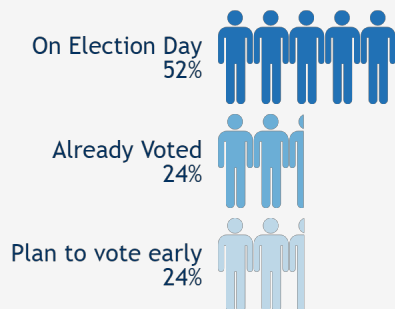
By Race

Column %	White	Black	Hispanic	Other
Certain	92%	94%	88%	93%
Prob. Will	4%	4%	10%	6%
Prob. Wont	2%	0%	2%	1%
Maybe	1%	1%	0%	0%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
Certain	97%	95%	90%	93%	76%
Prob. Will	2%	2%	9%	3%	16%
Prob. Wont	1%	2%	1%	3%	2%
Maybe	1%	1%	0%	2%	6%

For this November's elections
which describes your voting
method?



Critical Crosstabs:

By Gender

Column %	Female	Male
On Election Day	55%	48%
Already Voted	20%	28%
Plan to vote early	25%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
On Election Day	43%	51%	63%	51%	50%
Already Voted	21%	8%	21%	28%	30%
Plan to vote early	36%	41%	16%	21%	20%

By Education Level

Column %	HS	College	Grad+
On Election Day	56%	51%	44%
Already Voted	22%	25%	27%
Plan to vote early	23%	24%	28%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
On Election Day	33%	61%	72%	62%
Already Voted	34%	19%	13%	21%
Plan to vote early	33%	20%	15%	18%

By Ideology

Column %	Moderate	Conserv.	Liberal
On Election Day	48%	62%	39%
Already Voted	27%	19%	29%
Plan to vote early	25%	19%	32%

By Last 4 Generals

Column %	4	3	2	1	0
On Election Day	49%	52%	59%	61%	48%
Already Voted	28%	21%	22%	23%	14%
Plan to vote early	23%	27%	19%	15%	37%

By Race

Column %	White	Black	Hispanic	Other
On Election Day	54%	32%	44%	47%
Already Voted	24%	30%	24%	19%
Plan to vote early	22%	39%	32%	33%

By DMA

Column %	DC	Norfolk	Richmo.	Roano.	Other
On Election Day	52%	45%	50%	62%	49%
Already Voted	25%	31%	32%	8%	17%
Plan to vote early	22%	24%	18%	30%	34%

Methodology and Demographics

Fielded On: October 20-21, 2021

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Method: Mobile Text Response and
Automated Landline Interviews

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Population & Sample Description:

785 Likely General Election Voters

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MoE: +/- 3.5%

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

-

For information, contact:

Ryan Munce
President
co/efficient
ryan@coefficient.org

Age

	%
18-34	11%
35-44	13%
45-54	17%
55-64	22%
65+	36%

Gender

	%
Female	54%
Male	46%

Education Level

	%
HS	47%
College	32%
Grad+	21%

Self-Reported Party

	%
Dem.	40%
Repub.	38%
Indep.	19%
Other	3%

Ideology

	%
Moderate	40%
Conserv.	40%
Liberal	20%

Last 4 Generals

	%
4	52%
3	16%
2	10%
1	10%
0	12%

Race

	%
White	80%
Black	11%
Hispanic	3%
Other	6%

DMA

	%
DC	40%
Norfolk	18%
Richmo.	17%
Roano.	15%
Other	11%

Method

	%
Cell	60%
IVR	40%