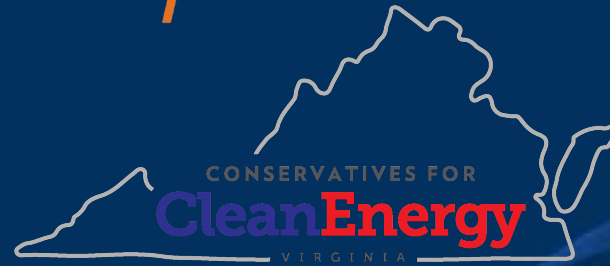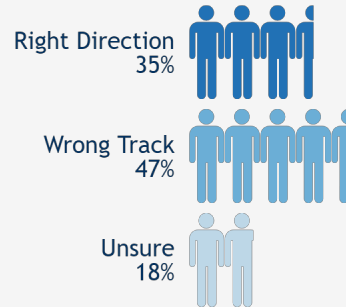# Virginia Statewide Clean Energy Survey

Ballot and Message Testing
August 1st, 2021

co/efficient

Would you say things in Virginia are headed in the right direction or have they gone off on the wrong track?

Right Direction
35%

Wrong Track
47%

Unsure
18%

Critical Crosstabs:

By Gender

Column %	Female	Male
Right Direction	35%	35%
Wrong Track	43%	52%
Unsure	22%	14%

By Area

Column %	Suburban	Rural	Urban
Right Direction	39%	25%	42%
Wrong Track	40%	63%	37%
Unsure	21%	13%	21%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Right Direction	34%	37%	33%	32%	38%
Wrong Track	41%	48%	56%	49%	45%
Unsure	26%	15%	11%	18%	18%

By Education

Column %	HS	College	Grad+
Right Direction	27%	38%	48%
Wrong Track	52%	44%	40%
Unsure	21%	18%	12%

Ideology

Column %	Conserv.	Moderate	Liberal
Right Direction	11%	36%	68%
Wrong Track	80%	40%	11%
Unsure	10%	25%	21%

Thinking nationally, do you approve or disapprove of the job Joe Biden is doing as President?

Approve 47%
Disapprove 46%
Unsure 8%
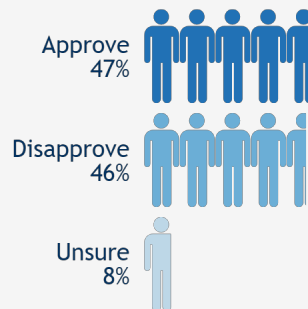
Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	53%	40%
Disapprove	41%	51%
Unsure	6%	10%

By Area

Column %	Suburban	Rural	Urban
Approve	56%	26%	57%
Disapprove	36%	67%	35%
Unsure	8%	7%	8%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	40%	39%	52%	50%	54%
Disapprove	44%	50%	43%	48%	43%
Unsure	16%	10%	5%	2%	3%

By Education

Column %	HS	College	Grad+
Approve	43%	48%	54%
Disapprove	46%	47%	42%
Unsure	11%	5%	4%

Ideology

Column %	Conserv.	Moderate	Liberal
Approve	16%	57%	77%
Disapprove	81%	32%	13%
Unsure	2%	11%	11%

Gov Ballot

Thinking about this year's election for governor, if the election were held today who would you vote for?

Terry McAuliffe
45%

Glenn Youngkin
40%

Princess Blanding
2%

Undecided
13%

Critical Crosstabs:

By Gender

Column %	Female	Male
Terry McAuliffe	53%	37%
Glenn Youngkin	35%	45%
Princess Blanding	2%	3%
Undecided	11%	15%

By Area

Column %	Suburban	Rural	Urban
Terry McAuliffe	51%	28%	61%
Glenn Youngkin	30%	59%	32%
Princess Blanding	2%	4%	0%
Undecided	17%	9%	7%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Terry McAuliffe	40%	37%	50%	48%	53%
Glenn Youngkin	36%	43%	39%	43%	40%
Princess Blanding	1%	5%	2%	2%	1%
Undecided	24%	15%	8%	7%	7%

By Education

Column %	HS	College	Grad+
Terry McAuliffe	39%	48%	55%
Glenn Youngkin	41%	42%	34%
Princess Blanding	3%	1%	1%
Undecided	16%	9%	10%

Ideology

Column %	Conserv.	Moderate	Liberal
Terry McAuliffe	12%	50%	86%
Glenn Youngkin	76%	27%	6%
Princess Blanding	1%	4%	1%
Undecided	10%	19%	7%

co/efficient

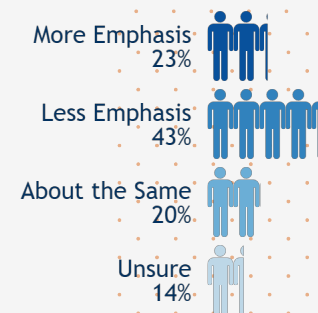Do you think Virginia should put more or less emphasis than it does now on the following energy resources?

Wind Power

More Emphasis
45%

Less Emphasis
23%

About the Same
13%

Unsure
19%

Solar Power

More Emphasis
55%

Less Emphasis
21%

About the Same
15%

Unsure
9%

Coal

More Emphasis
23%

Less Emphasis
43%

About the Same
20%

Unsure
14%

Natural gas

More Emphasis
38%

Less Emphasis
23%

About the Same
25%

Unsure
15%

Nuclear Power

More Emphasis
37%

Less Emphasis
23%

About the Same
19%

Unsure
22%

co/efficient
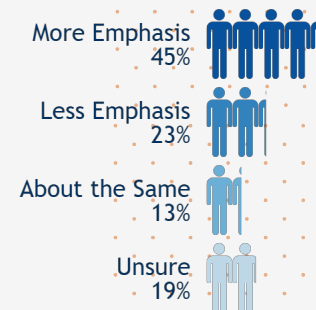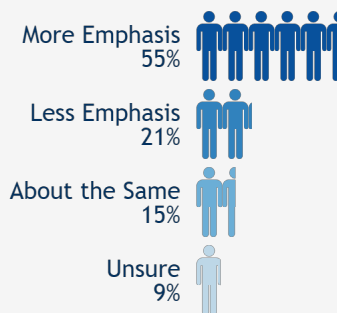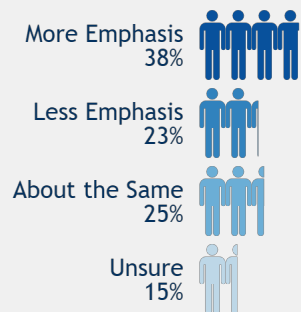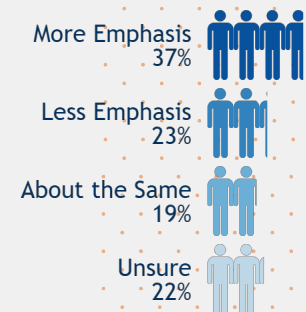
"Virginia should pursue an all-of-the-above energy strategy, which means lowering our heavy dependence on fossil fuels over time and allowing an increase in electricity generation from emerging technologies like renewable energy as well as more energy efficiency, and I support taking action to accelerate the development and use of clean energy in Virginia."

Agree 61%

Disagree 22%
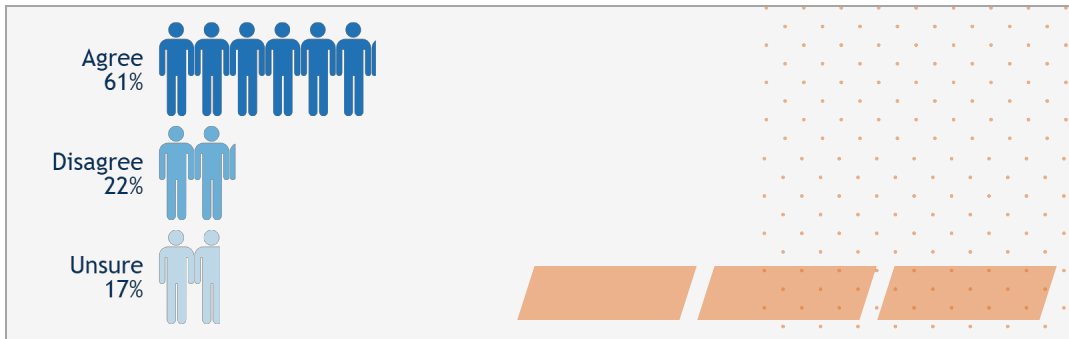
Unsure 17%

Critical Crosstabs:

By Gender

Column %	Female	Male
Agree	63%	59%
Disagree	18%	25%
Unsure	18%	16%

By Area

Column %	Suburban	Rural	Urban
Agree	68%	44%	74%
Disagree	17%	33%	14%
Unsure	16%	23%	12%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Agree	66%	60%	63%	56%	59%
Disagree	15%	32%	23%	18%	23%
Unsure	19%	8%	14%	26%	18%

By Education

Column %	HS	College	Grad+
Agree	59%	61%	67%
Disagree	18%	25%	24%
Unsure	23%	14%	9%

Ideology

Column %	Conserv.	Moderate	Liberal
Agree	38%	70%	81%
Disagree	41%	11%	8%
Unsure	21%	18%	11%

co/efficient

Virginia's utilities are required to participate in a regional electricity transmission system aimed at prompting reliability and price-control measures for consumers. Do you support or oppose this state requirement?

Support 60%
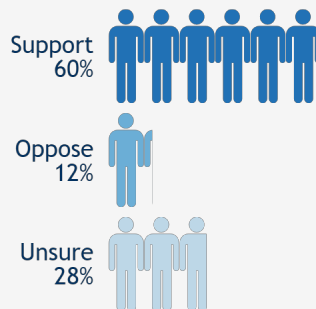
Oppose 12%

Unsure 28%

Critical Crosstabs:

By Gender

Column %	Female	Male
Support	56%	65%
Oppose	11%	13%
Unsure	33%	22%

By Area

Column %	Suburban	Rural	Urban
Support	61%	54%	68%
Oppose	8%	20%	9%
Unsure	30%	26%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	70%	64%	60%	50%	54%
Oppose	6%	15%	15%	15%	13%
Unsure	25%	20%	25%	34%	33%

By Education

Column %	HS	College	Grad+
Support	54%	65%	67%
Oppose	14%	9%	14%
Unsure	33%	26%	19%

Ideology

Column %	Conserv.	Moderate	Liberal
Support	49%	62%	73%
Oppose	16%	12%	8%
Unsure	35%	26%	19%

Have you heard of the Virginia Clean Economy Act or VCEA before?

Yes
27%

No
62%
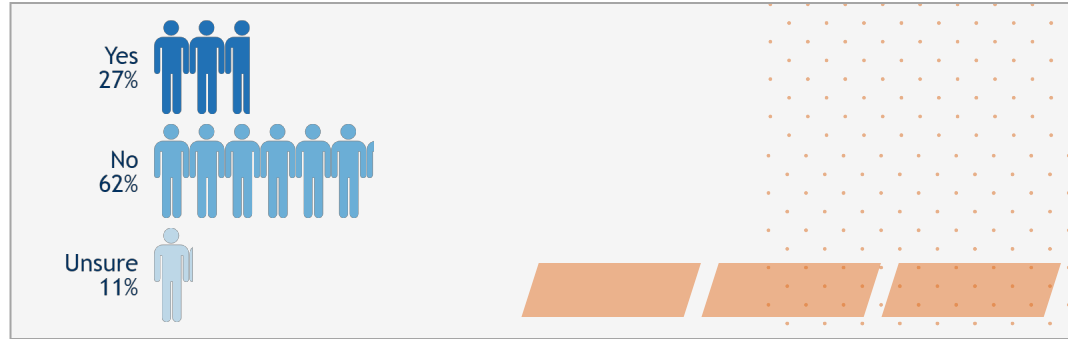
Unsure
11%

Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	26%	28%
No	62%	62%
Unsure	12%	10%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	25%	29%	27%
No	63%	58%	67%
Unsure	12%	13%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	16%	27%	30%	32%	33%
No	73%	71%	63%	53%	50%
Unsure	11%	2%	7%	15%	16%

By Education

Column %	HS	College	Grad+
Yes	27%	26%	30%
No	57%	68%	64%
Unsure	16%	7%	6%

By Area

Column %	Suburban	Rural	Urban
Yes	23%	32%	30%
No	67%	55%	58%
Unsure	9%	13%	11%

VCEA: Transition by 2050

The Virginia Clean Economy Act called the "VCEA" passed last year requires utilities to transition to 100% clean energy by 2050, cut emissions from polluting power plants, and retire those plants over time. It also requires the utilities to offer more energy efficiency programs, to help customers reduce their energy bills. After hearing this do you support or oppose the VCEA?

Support 62%
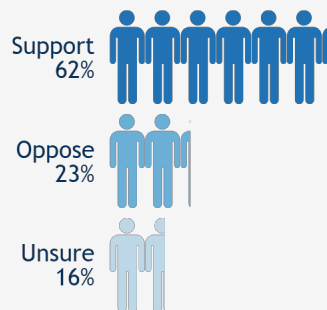
Oppose 23%

Unsure 16%

Critical Crosstabs:

By Gender

Column %	Female	Male
Support	63%	60%
Oppose	19%	27%
Unsure	18%	13%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	36%	68%	89%
Oppose	41%	16%	7%
Unsure	23%	16%	4%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	64%	58%	59%	57%	67%
Oppose	19%	21%	23%	29%	23%
Unsure	18%	20%	18%	14%	9%

By Education

Column %	HS	College	Grad+
Support	60%	61%	66%
Oppose	19%	27%	24%
Unsure	21%	12%	10%

By Area

Column %	Suburban	Rural	Urban
Support	70%	42%	74%
Oppose	17%	36%	14%
Unsure	13%	22%	12%

co/efficient

If you support VCEA, what is the primary aspect of the VCEA that leads you to feel that way?

Climate Change — 30%

Clean Energy Jobs — 22%

Energy Independence — 15%

Air Pollution — 10%

More Choices — 10%

Help Homeowners — 9%
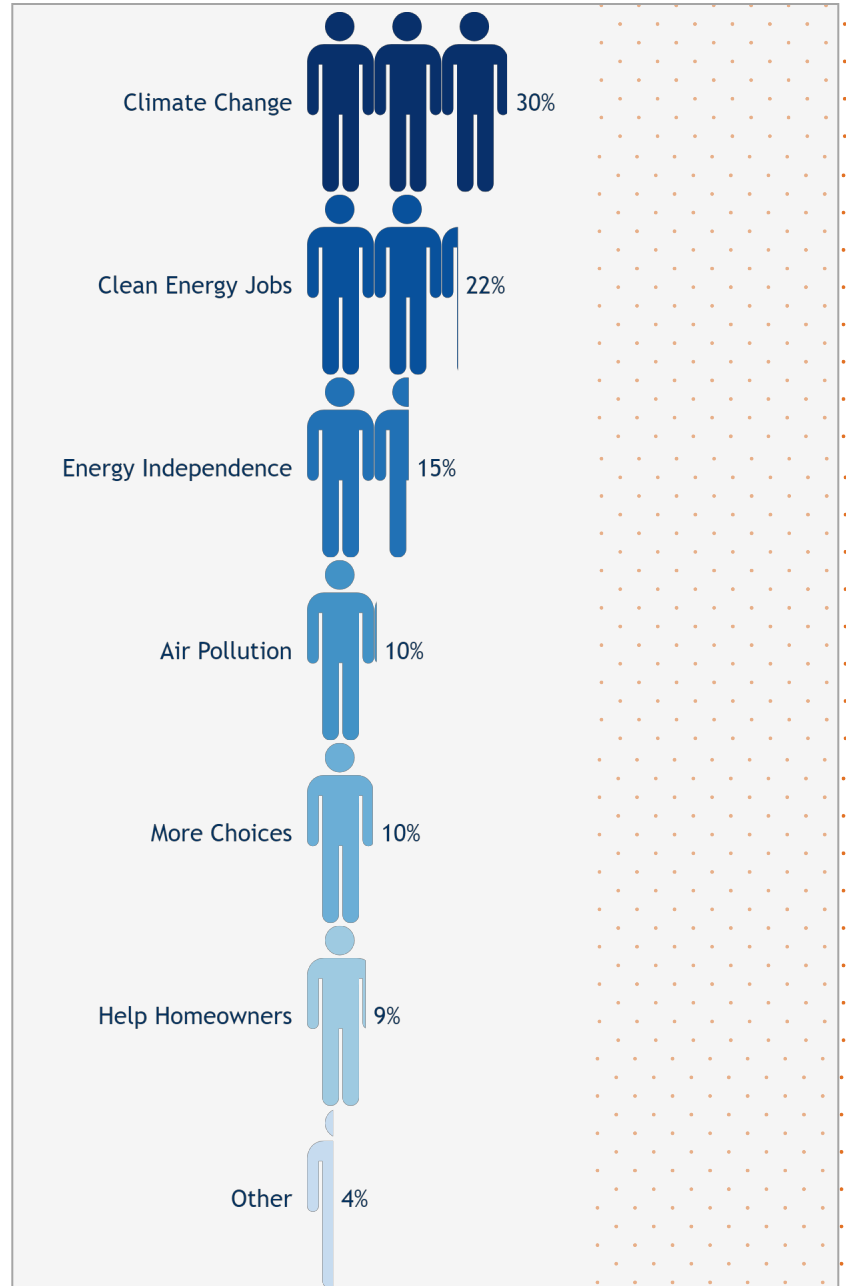
Other — 4%

Critical Crosstabs Continued:

By Gender

Column %	Female	Male
Climate Change	38%	20%
Clean Energy Jobs	16%	30%
Energy Independence	12%	19%
Air Pollution	7%	14%
More Choices	10%	9%
Help Homeowners	11%	6%
Other	5%	2%

By Ideology

Column %	Conserv.	Moderate	Liberal
Climate Change	11%	23%	52%
Clean Energy Jobs	30%	17%	23%
Energy Independence	23%	17%	7%
Air Pollution	4%	15%	10%
More Choices	17%	11%	3%
Help Homeowners	14%	11%	3%
Other	2%	7%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Climate Change	36%	30%	36%	16%	28%
Clean Energy Jobs	20%	11%	25%	34%	23%
Energy Independence	12%	16%	15%	16%	17%
Air Pollution	12%	6%	5%	15%	12%
More Choices	9%	14%	6%	11%	8%
Help Homeowners	3%	15%	10%	7%	10%
Other	8%	6%	3%	1%	1%

By Area

Column %	Suburban	Rural	Urban
Climate Change	33%	19%	32%
Clean Energy Jobs	22%	27%	17%
Energy Independence	15%	13%	19%
Air Pollution	12%	9%	8%
More Choices	8%	11%	13%
Help Homeowners	8%	10%	9%
Other	2%	11%	2%

co/efficient

If you oppose VCEA, what is your chief concern about the VCEA that leads you to feel that way?

Climate Change is Overblown 29%

Electricity Bill Increases 23%

Less Reliable 17%

Solar Projects in Rural Areas 11%

VCEA is too slow 7%

Other 13%

co/efficient
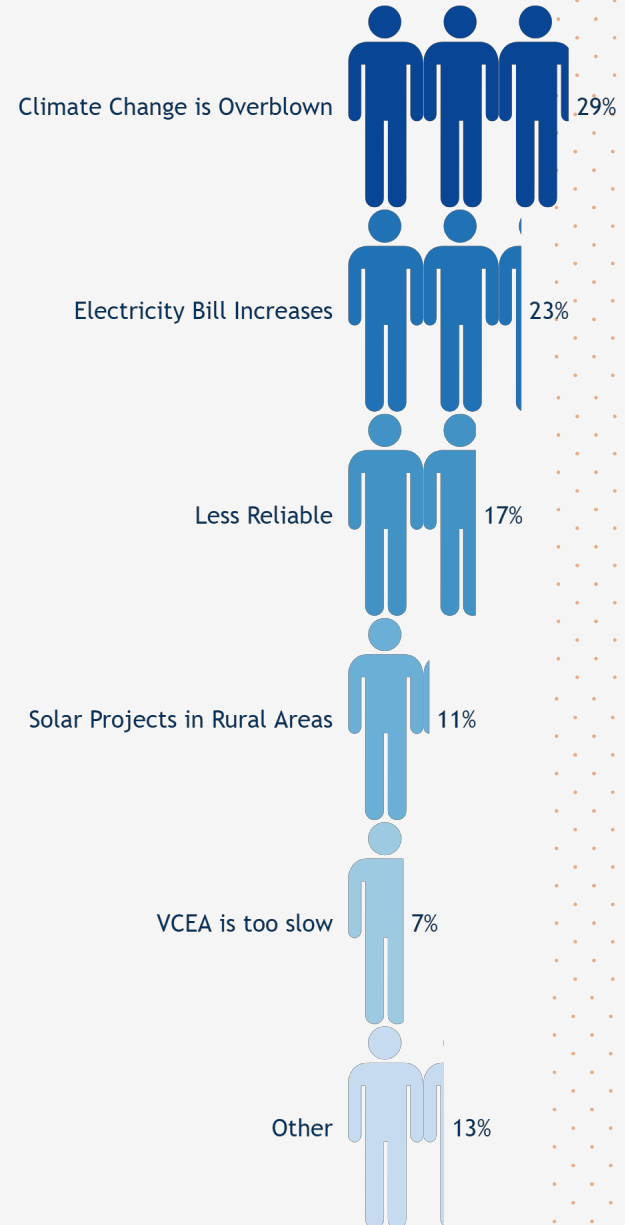
Critical Crosstabs:

By Gender

Column %	Female	Male
Climate Change is Overblown	27%	31%
Electricity Bill Increases	21%	25%
Less Reliable	13%	20%
Solar Projects in Rural Areas	15%	7%
VCEA is too slow	10%	5%
Other	14%	12%

By Ideology

Column %	Conserv.	Moderate	Liberal
Climate Change is Overblown	34%	26%	9%
Electricity Bill Increases	26%	21%	7%
Less Reliable	20%	15%	4%
Solar Projects in Rural Areas	10%	11%	16%
VCEA is too slow	2%	2%	55%
Other	8%	25%	10%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Climate Change is Overblown	20%	25%	30%	37%	39%
Electricity Bill Increases	15%	27%	26%	31%	21%
Less Reliable	14%	17%	17%	13%	23%
Solar Projects in Rural Areas	22%	9%	11%	2%	4%
VCEA is too slow	11%	6%	3%	7%	7%
Other	18%	16%	13%	9%	5%

By Area

Column %	Suburban	Rural	Urban
Climate Change is Overblown	30%	30%	24%
Electricity Bill Increases	26%	20%	23%
Less Reliable	20%	11%	24%
Solar Projects in Rural Areas	6%	20%	0%
VCEA is too slow	9%	2%	18%
Other	9%	18%	11%

Solar Project Support

A solar project is from ten acres to hundreds of acres in size with rows of solar panels used to generate clean electricity. These solar panels pose no danger to people, livestock, agricultural crops or adjacent homes. Do you support or oppose more solar projects in Virginia?

Support 61%
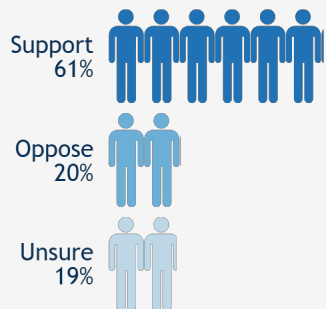
Oppose 20%

Unsure 19%

Critical Crosstabs:

By Gender

Column %	Female	Male
Support	60%	62%
Oppose	17%	23%
Unsure	23%	15%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	41%	62%	86%
Oppose	33%	16%	8%
Unsure	26%	22%	6%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	59%	54%	65%	60%	64%
Oppose	18%	17%	24%	20%	21%
Unsure	23%	29%	11%	19%	14%

By Education

Column %	HS	College	Grad+
Support	53%	68%	66%
Oppose	23%	17%	20%
Unsure	25%	15%	14%

By Area

Column %	Suburban	Rural	Urban
Support	63%	49%	75%
Oppose	16%	29%	17%
Unsure	21%	22%	8%

co/efficient

Solar projects allow farmers to receive a much-needed supplementary income to keep farms alive. Does knowing this make you more likely or less likely to support solar projects?

More Likely 63%

Less Likely 10%
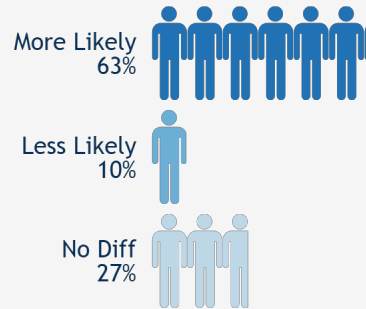
No Diff 27%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	61%	66%
Less Likely	9%	10%
No Diff	30%	24%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	50%	65%	78%
Less Likely	16%	8%	3%
No Diff	34%	26%	18%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	61%	65%	62%	61%	66%
Less Likely	6%	13%	10%	11%	10%
No Diff	33%	22%	28%	27%	24%

By Education

Column %	HS	College	Grad+
More Likely	59%	67%	65%
Less Likely	12%	8%	7%
No Diff	29%	25%	28%

By Party

Column %	Suburban	Rural	Urban
More Likely	68%	51%	71%
Less Likely	5%	21%	3%
No Diff	27%	29%	26%

co/efficient

Solar projects can generate millions of dollars in tax revenue over their lifetimes for schools and other local needs like bringing broadband to rural areas. Does knowing this make you more likely or less likely to support solar projects?

More Likely 62%

Less Likely 11%
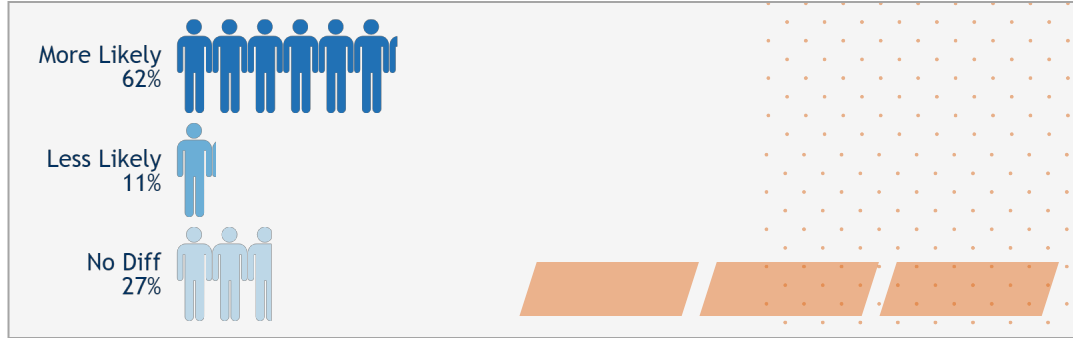
No Diff 27%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	60%	64%
Less Likely	10%	13%
No Diff	30%	23%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	46%	71%	74%
Less Likely	20%	5%	7%
No Diff	33%	25%	20%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	60%	66%	64%	66%	58%
Less Likely	9%	14%	5%	9%	16%
No Diff	31%	20%	31%	25%	26%

By Education

Column %	HS	College	Grad+
More Likely	61%	64%	62%
Less Likely	12%	10%	9%
No Diff	26%	26%	29%

By Area

Column %	Suburban	Rural	Urban
More Likely	67%	52%	66%
Less Likely	7%	19%	9%
No Diff	26%	29%	26%

Preferred Project

If you had to choose, which of the following would you prefer to see on 100 acres of land in your locality:

Solar Project 60%

Housing Development 22%

Industrial Park 11%

Natural Gas Power Plant 7%
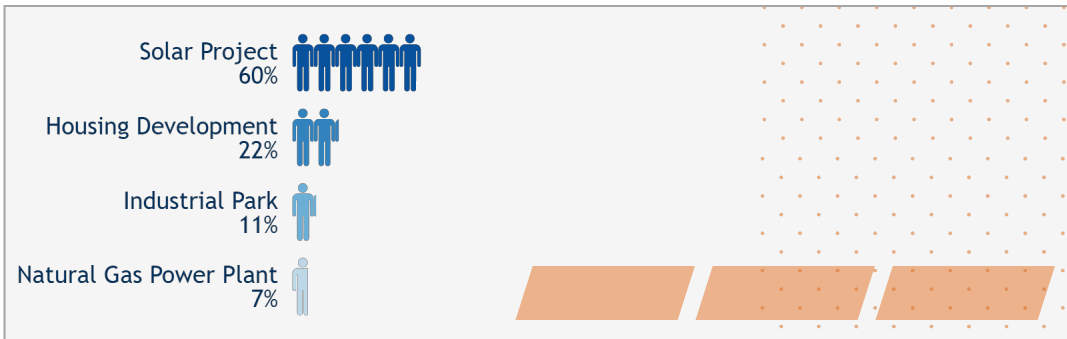
Critical Crosstabs:

By Gender

Column %	Female	Male
Solar Project	60%	60%
Housing Development	21%	23%
Industrial Park	10%	12%
Natural Gas Power Plant	10%	5%

By Ideology

Column %	Conserv.	Moderate	Liberal
Solar Project	43%	63%	79%
Housing Development	28%	19%	16%
Industrial Park	16%	11%	4%
Natural Gas Power Plant	12%	7%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Solar Project	65%	57%	54%	68%	56%
Housing Development	17%	29%	21%	17%	25%
Industrial Park	15%	8%	16%	5%	10%
Natural Gas Power Plant	3%	5%	8%	10%	10%

By Education

Column %	HS	College	Grad+
Solar Project	58%	60%	65%
Housing Development	23%	19%	22%
Industrial Park	9%	14%	10%
Natural Gas Power Plant	10%	6%	3%

By Area

Column %	Suburban	Rural	Urban
Solar Project	61%	56%	66%
Housing Development	24%	17%	23%
Industrial Park	11%	15%	4%
Natural Gas Power Plant	5%	11%	7%

Many Virginia localities have at least one solar project. Would you say that you have personally been impacted by the construction of a solar project?

Yes, Positively
14%

Yes, Negatively
8%

No
59%
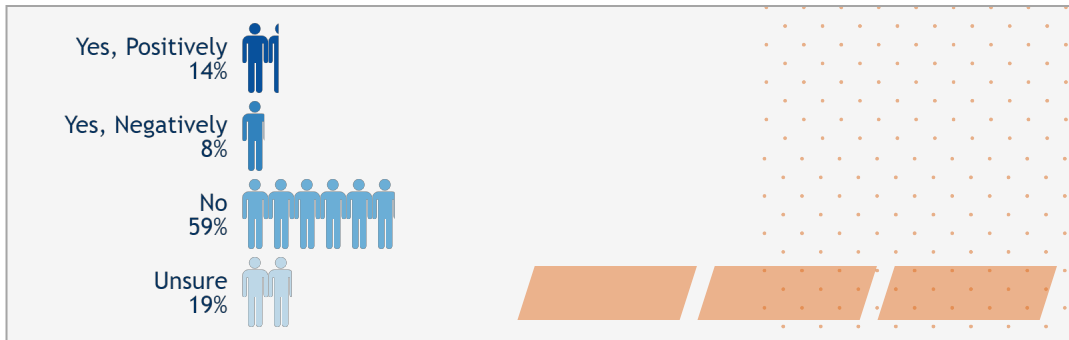
Unsure
19%

Critical Crosstabs:

By Gender

Column %	Female	Male
Yes, Positively	11%	17%
Yes, Negatively	8%	9%
No	57%	61%
Unsure	24%	13%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes, Positively	11%	17%	14%
Yes, Negatively	14%	5%	6%
No	54%	57%	67%
Unsure	22%	21%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes, Positively	19%	16%	12%	10%	11%
Yes, Negatively	6%	7%	10%	12%	9%
No	48%	55%	63%	64%	66%
Unsure	26%	22%	15%	15%	15%

By Education

Column %	HS	College	Grad+
Yes, Positively	18%	10%	12%
Yes, Negatively	11%	6%	7%
No	48%	69%	65%
Unsure	23%	15%	16%

By Area

Column %	Suburban	Rural	Urban
Yes, Positively	15%	12%	14%
Yes, Negatively	6%	14%	6%
No	59%	54%	64%
Unsure	20%	19%	16%

co/efficient

Do you agree or disagree that solar farms are better than other types of development because they do not pollute the environment and help lower the cost of electricity for homes and businesses?

Agree 56%

Disagree 20%
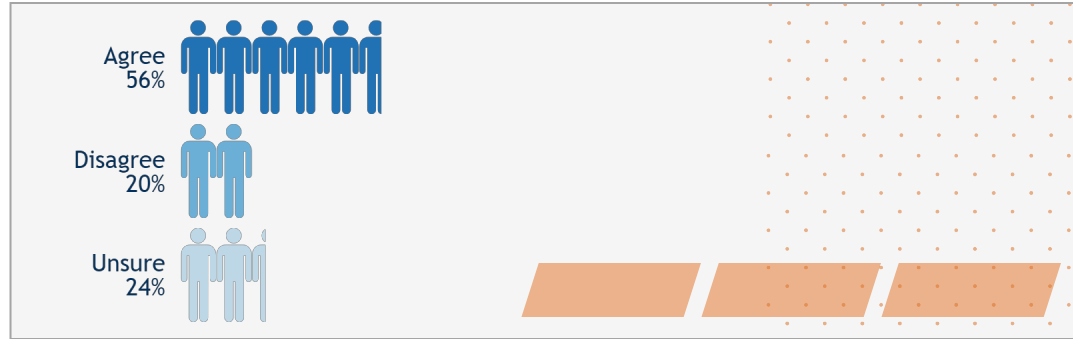
Unsure 24%

Critical Crosstabs:

By Gender

Column %	Female	Male
Agree	54%	59%
Disagree	15%	27%
Unsure	31%	15%

By Ideology

Column %	Conserv.	Moderate	Liberal
Agree	44%	52%	77%
Disagree	37%	16%	4%
Unsure	19%	32%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Agree	49%	52%	52%	67%	63%
Disagree	21%	21%	22%	17%	18%
Unsure	30%	27%	26%	16%	19%

By Education

Column %	HS	College	Grad+
Agree	54%	57%	59%
Disagree	18%	23%	21%
Unsure	28%	20%	20%

By Area

Column %	Suburban	Rural	Urban
Agree	57%	46%	74%
Disagree	17%	27%	16%
Unsure	26%	27%	10%

Which of these two statements do you most agree with:

"Landowners should be allowed to build solar projects because they have a right to decide how to use their land and it's a clean energy that benefits everyone." OR

"Landowners should be denied the ability to build solar projects because it may change the appearance of their land and some politicians believe that private land should be used for a different purpose."

Allowed 90%
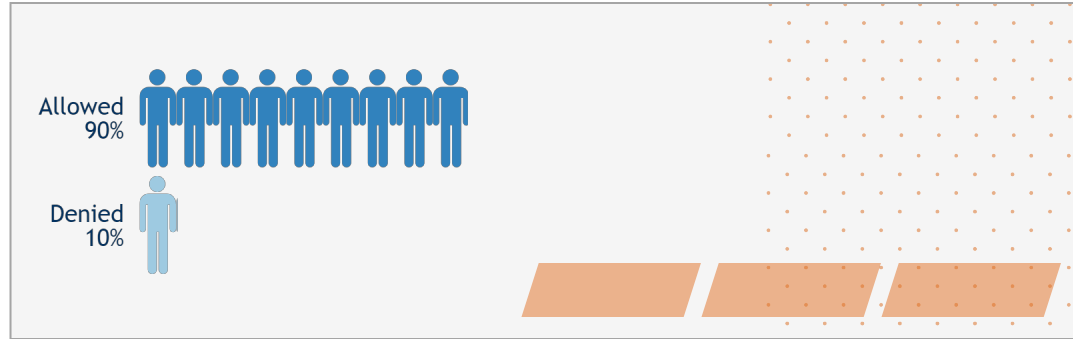
Denied 10%

Critical Crosstabs:

By Gender

Column %	Female	Male
Allowed	89%	90%
Denied	11%	10%

By Ideology

Column %	Conserv.	Moderate	Liberal
Allowed	86%	88%	97%
Denied	14%	12%	3%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Allowed	85%	89%	91%	94%	90%
Denied	15%	11%	9%	6%	10%

By Education

Column %	HS	College	Grad+
Allowed	85%	95%	92%
Denied	15%	5%	8%

By Area

Column %	Suburban	Rural	Urban
Allowed	90%	88%	92%
Denied	10%	12%	8%

Methodology and Demographics

Fielded On: July 25-27

-

Method: Mobile Text Response and
Automated Landline Interviews

-

Population & Sample Description:
762 Likely General Election Voters

-

MoE: +/- 3.55%

-

Weighting: Age, Gender, Education
Level, and Party

-

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

Age

	%
18-34	25%
35-44	17%
45-54	16%
55-64	18%
65+	24%

Gender

	%
Female	53%
Male	47%

Area

	%
Suburban	52%
Rural	32%
Urban	16%

Education Level

	%
HS	47%
College	32%
Grad+	21%

Ideology

	%
Conserv.	37%
Moderate	36%
Liberal	26%

Method

	%
Cell	73%
IVR	27%

DMA

	%
Washin.	37%
Norfol.	23%
Roanok.	13%
Tri-Ci.	2%
Harris.	3%
Charlo.	2%
Bluefi.	0%
Raleig.	1%
Richmo.	18%

Last 4 Generals

	%
4	48%
3	18%
2	13%
1	14%
0	7%

co/efficient