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Virginia Car Tax Statewide Study

Image, Ballot, and Message Testing
January 20th, 2025

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Q1:Youngkin Approval

	%
Approve	59%
Disapprove	41%

Q2:Governor Ballot

	%
Abigail Spanberger	40%
Winsome Sears	40%
Someone else	5%
Undecided	15%

Q3:Youngkin Tax Cut Awareness

	%
Yes	46%
No	42%
Unsure	12%

Q4:Initial Tax Cut Proposal

	%
Support	75%
Oppose	13%
Unsure	12%

Q5:Highest Car Tax Rate

	%
More Likely	64%
Less Likely	8%
No Diff	28%

Q6:Car Tax Credit Support

	%
More Likely	62%
Less Likely	13%
No Diff	26%

Q7:Car Tax Could Be Fully Eliminated

	%
More Likely	60%
Less Likely	10%
No Diff	31%

Q8:One Time Tax Rebate

	%
More Likely	49%
Less Likely	11%
No Diff	40%

Q9:Informed Tax Cut Proposal

	%
Support	67%
Oppose	16%
Unsure	16%

Q10:Impact of Opposing Tax Credit

	%
No Impact	47%
Less Likely	31%
More Likely	22%

Q11:2024 Presidential Vote

	%
Kamala Harris	47%
Donald Trump	43%
Someone else	3%
I did not vote	7%

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Do you approve or disapprove of Governor Glenn Youngkin's job performance?

Approve 59%
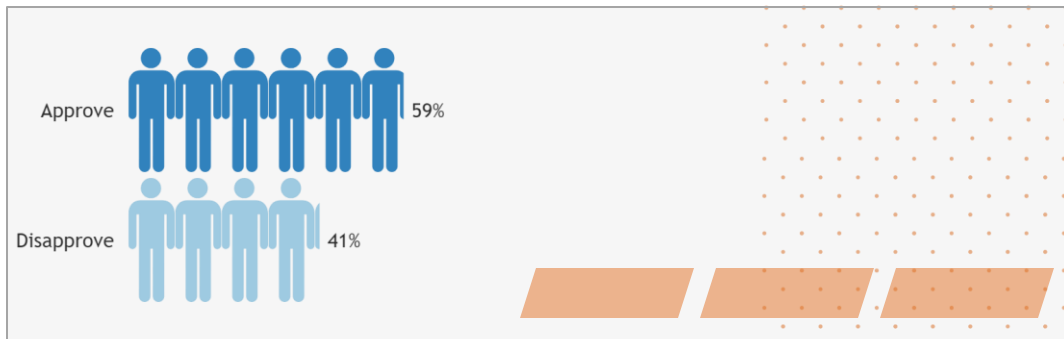
Disapprove 41%

Critical Crosstabs:

By Gender

Column %	Female	Male
Approve	56%	62%
Disapprove	44%	38%

By Race

Column %	White	Black	Other
Approve	65%	28%	51%
Disapprove	35%	72%	49%

By Ideology

Column %	Conserv.	Moderate	Liberal
Approve	92%	43%	13%
Disapprove	8%	57%	87%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Approve	28%	51%	64%	68%	68%
Disapprove	72%	49%	36%	32%	32%

By Education

Column %	HS	Some Coll.	College	Grad+
Approve	79%	63%	49%	38%
Disapprove	21%	37%	51%	62%

By Last 4 Generals

Column %	4	3	2	1	0
Approve	65%	59%	48%	53%	39%
Disapprove	35%	41%	52%	47%	61%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Approve	93%	15%	50%
Disapprove	7%	85%	50%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Approve	47%	62%	64%	70%	71%
Disapprove	53%	38%	36%	30%	29%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
Approve	74%	2%	27%
Disapprove	26%	98%	73%

Governor Ballot

If the 2025 general election for Governor of Virginia were held today, who would you vote for?

Abigail Spanberger — 40%
Winsome Sears — 40%
Someone else — 5%
Undecided — 15%

Actual answer options read:
- Abigail Spanberger, Democrat
- Winsome Earle-Sears, Republican
- Undecided
- Someone else
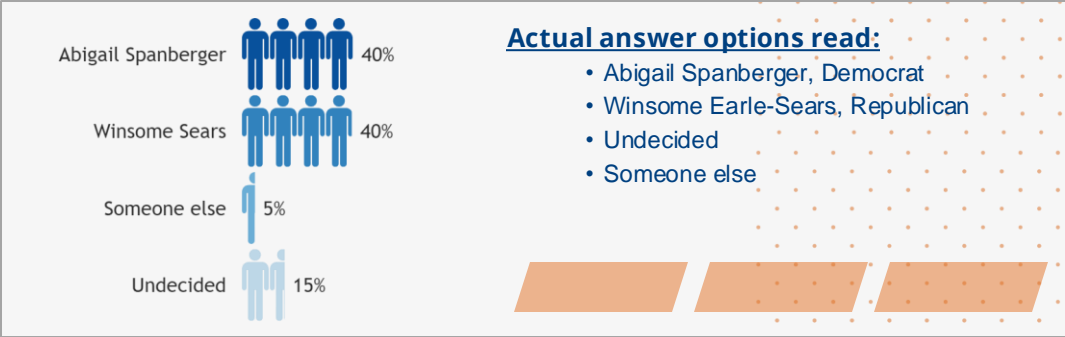
Critical Crosstabs:

By Gender

Column %	Female	Male
Abigail Spanberger	43%	37%
Winsome Sears	35%	45%
Someone else	5%	5%
Undecided	18%	13%

By Race

Column %	White	Black	Other
Abigail Spanberger	38%	54%	37%
Winsome Sears	46%	18%	32%
Someone else	4%	9%	4%
Undecided	13%	20%	26%

By Ideology

Column %	Conserv.	Moderate	Liberal
Abigail Spanberger	5%	50%	86%
Winsome Sears	82%	19%	1%
Someone else	3%	6%	5%
Undecided	10%	25%	9%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Abigail Spanberger	58%	44%	32%	38%	34%
Winsome Sears	22%	27%	52%	44%	46%
Someone else	4%	4%	7%	3%	6%
Undecided	16%	25%	9%	15%	14%

By Education

Column %	HS	Some Coll.	College	Grad+
Abigail Spanberger	23%	37%	48%	62%
Winsome Sears	57%	39%	32%	22%
Someone else	4%	5%	4%	5%
Undecided	16%	19%	16%	11%

By Last 4 Generals

Column %	4	3	2	1	0
Abigail Spanberger	39%	28%	26%	52%	54%
Winsome Sears	45%	50%	40%	24%	20%
Someone else	4%	10%	8%	1%	4%
Undecided	12%	12%	25%	23%	23%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Abigail Spanberger	2%	85%	35%
Winsome Sears	80%	1%	30%
Someone else	4%	2%	9%
Undecided	13%	11%	26%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Abigail Spanberger	51%	27%	43%	38%	23%
Winsome Sears	37%	43%	32%	43%	54%
Someone else	4%	5%	8%	5%	2%
Undecided	9%	25%	17%	14%	20%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
Abigail Spanberger	32%	75%	54%
Winsome Sears	49%	14%	12%
Someone else	4%	7%	9%
Undecided	16%	4%	25%

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Are you aware of Governor Youngkin's proposal to cut taxes by billions of dollars for working-class Virginians?

Yes 46%
No 42%
Unsure 12%
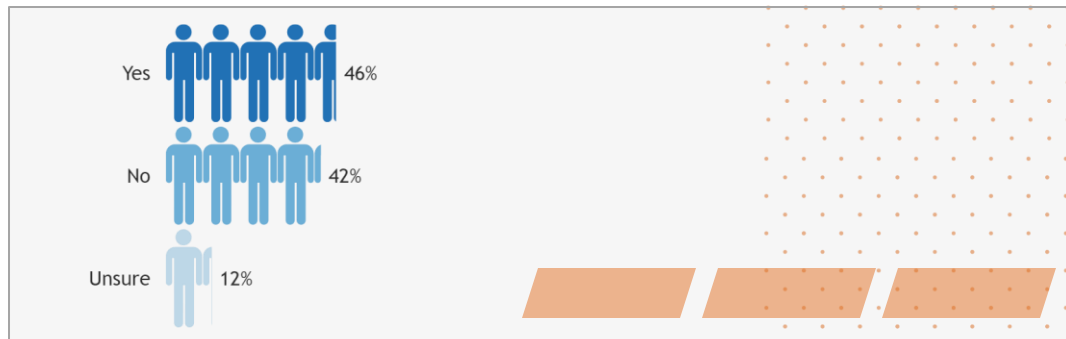
Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	43%	49%
No	41%	43%
Unsure	16%	8%

By Race

Column %	White	Black	Other
Yes	50%	24%	48%
No	37%	67%	41%
Unsure	13%	9%	10%

By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	62%	39%	31%
No	26%	50%	54%
Unsure	11%	12%	16%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	38%	36%	50%	46%	53%
No	50%	52%	40%	43%	31%
Unsure	11%	11%	9%	11%	16%

By Education

Column %	HS	Some Coll.	College	Grad+
Yes	49%	38%	46%	52%
No	43%	44%	42%	38%
Unsure	9%	18%	12%	11%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	52%	57%	47%	31%	22%
No	34%	32%	38%	59%	72%
Unsure	14%	11%	16%	10%	6%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Yes	63%	29%	43%
No	28%	55%	44%
Unsure	9%	16%	13%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	49%	52%	43%	36%	40%
No	41%	37%	42%	46%	46%
Unsure	9%	10%	15%	18%	14%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
Yes	48%	58%	23%
No	40%	36%	55%
Unsure	12%	6%	22%

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Governor Youngkin has proposed a car tax cut, which will return $1.1 billion to Virginians over the next three years, providing an income tax credit to offset the car tax bill of nearly 2.4 million working-class Virginians. Do you support or oppose this proposal?

Support	75%
Oppose	13%
Unsure	12%
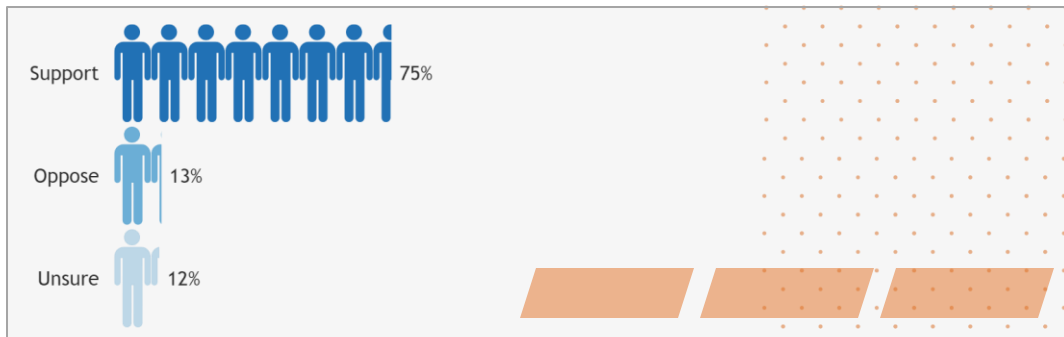
Critical Crosstabs:

By Gender

Column %	Female	Male
Support	72%	79%
Oppose	13%	13%
Unsure	16%	8%

By Race

Column %	White	Black	Other
Support	73%	76%	83%
Oppose	13%	14%	11%
Unsure	14%	10%	6%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	92%	68%	58%
Oppose	5%	17%	19%
Unsure	3%	14%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	74%	74%	76%	78%	74%
Oppose	18%	18%	10%	8%	12%
Unsure	8%	9%	14%	14%	15%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	83%	87%	65%	58%
Oppose	9%	5%	17%	24%
Unsure	8%	8%	17%	18%

By Last 4 Generals

Column %	4	3	2	1	0
Support	75%	71%	76%	71%	81%
Oppose	10%	20%	13%	20%	9%
Unsure	15%	9%	11%	9%	9%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Support	90%	63%	67%
Oppose	5%	19%	17%
Unsure	5%	18%	16%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	70%	79%	75%	79%	80%
Oppose	18%	11%	12%	6%	8%
Unsure	12%	10%	13%	15%	12%

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Currently, the Commonwealth has the country's highest average car tax rate. Does knowing this make you more or less likely to support the working-class car tax credit?

More Likely 64%

Less Likely 8%
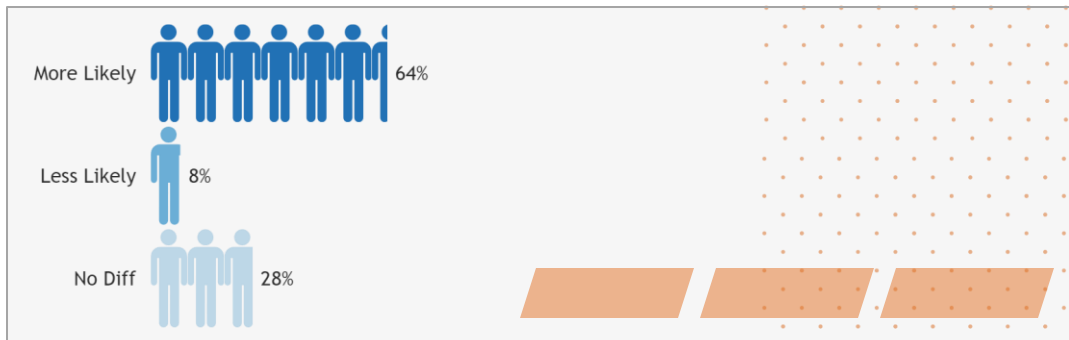
No Diff 28%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	60%	69%
Less Likely	9%	7%
No Diff	31%	24%

By Race

Column %	White	Black	Other
More Likely	63%	61%	76%
Less Likely	8%	13%	5%
No Diff	30%	26%	19%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	79%	63%	42%
Less Likely	8%	8%	10%
No Diff	13%	30%	49%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	64%	52%	71%	75%	60%
Less Likely	1%	4%	4%	4%	19%
No Diff	34%	44%	26%	21%	21%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	60%	79%	63%	53%
Less Likely	11%	6%	7%	7%
No Diff	28%	14%	30%	40%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	65%	68%	63%	58%	62%
Less Likely	8%	7%	13%	8%	5%
No Diff	26%	24%	25%	34%	32%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	77%	52%	61%
Less Likely	8%	10%	5%
No Diff	15%	38%	34%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More Likely	63%	69%	61%	66%	64%
Less Likely	5%	9%	11%	8%	11%
No Diff	32%	23%	28%	26%	24%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
More Likely	78%	14%	36%
Less Likely	5%	26%	8%
No Diff	18%	61%	56%

Car Tax Credit Support

More than 2.4 million Virginians would be eligible for the car tax credit, with up to $450 for individuals making under $50,000 and up to $900 for couples making under $100,000. Does knowing this make you more or less likely to support the working-class car tax credit?

More Likely — 62%

Less Likely — 13%
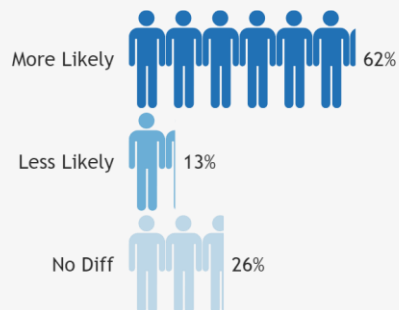
No Diff — 26%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	64%	59%
Less Likely	13%	12%
No Diff	23%	29%

By Race

Column %	White	Black	Other
More Likely	59%	73%	64%
Less Likely	11%	18%	16%
No Diff	30%	9%	20%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	79%	51%	48%
Less Likely	9%	16%	14%
No Diff	12%	33%	38%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	61%	48%	56%	69%	66%
Less Likely	18%	16%	12%	6%	13%
No Diff	21%	35%	32%	25%	21%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	76%	73%	47%	43%
Less Likely	12%	7%	13%	20%
No Diff	12%	20%	40%	37%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	63%	51%	56%	52%	79%
Less Likely	10%	18%	19%	20%	5%
No Diff	26%	30%	26%	28%	16%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	79%	53%	46%
Less Likely	7%	16%	16%
No Diff	14%	31%	37%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More Likely	52%	71%	63%	73%	60%
Less Likely	18%	9%	7%	8%	18%
No Diff	30%	20%	30%	19%	22%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
More Likely	74%	10%	39%
Less Likely	9%	34%	10%
No Diff	17%	57%	51%

Car Tax Could Be Fully Eliminated

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Under Governor Youngkin's proposal, the car tax could be fully eliminated for a typical family paying the average tax bill of $290 per year. Does knowing this make you more or less likely to support the working-class car tax credit?

More Likely 60%

Less Likely 10%
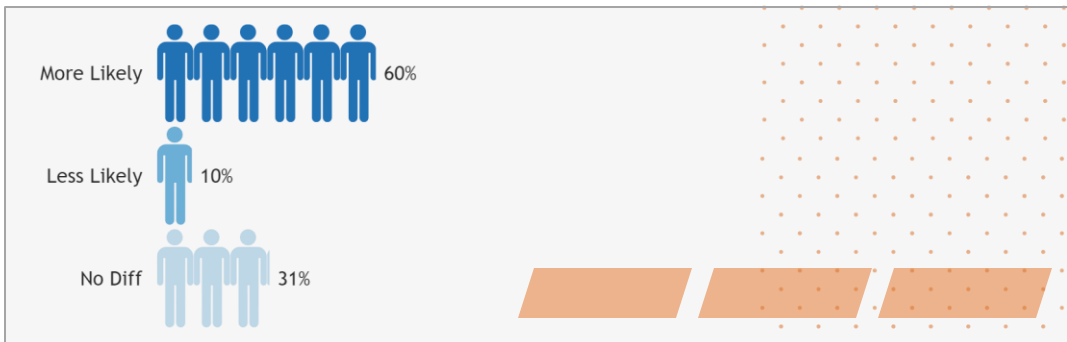
No Diff 31%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	58%	62%
Less Likely	10%	9%
No Diff	32%	29%

By Race

Column %	White	Black	Other
More Likely	58%	68%	58%
Less Likely	9%	15%	9%
No Diff	33%	17%	33%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	79%	48%	45%
Less Likely	9%	11%	9%
No Diff	12%	41%	47%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	56%	46%	57%	69%	64%
Less Likely	13%	6%	8%	5%	13%
No Diff	31%	47%	35%	26%	22%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	72%	67%	51%	42%
Less Likely	10%	5%	11%	12%
No Diff	18%	27%	38%	46%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	61%	57%	51%	44%	80%
Less Likely	9%	19%	5%	7%	7%
No Diff	30%	24%	44%	48%	13%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	79%	47%	47%
Less Likely	8%	11%	10%
No Diff	13%	42%	44%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More Likely	50%	60%	63%	75%	67%
Less Likely	13%	8%	7%	7%	9%
No Diff	37%	32%	30%	19%	24%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
More Likely	74%	6%	29%
Less Likely	5%	36%	9%
No Diff	21%	58%	63%

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Virginia Democrats have proposed a one-time tax rebate, but no details have been released, including how much Virginia families would save annually. Does knowing this make you more or less likely to support Governor Youngkin's working-class car tax credit?

More Likely 49%

Less Likely 11%
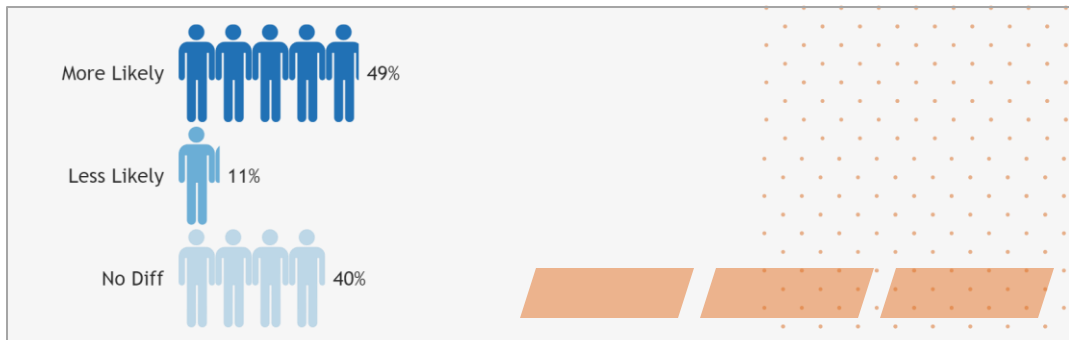
No Diff 40%

Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	45%	54%
Less Likely	12%	11%
No Diff	44%	36%

By Race

Column %	White	Black	Other
More Likely	50%	45%	50%
Less Likely	11%	14%	7%
No Diff	39%	41%	43%

By Ideology

Column %	Conserv.	Moderate	Liberal
More Likely	72%	41%	23%
Less Likely	11%	9%	14%
No Diff	17%	50%	64%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	41%	40%	50%	55%	54%
Less Likely	10%	9%	10%	8%	16%
No Diff	49%	51%	39%	37%	30%

By Education

Column %	HS	Some Coll.	College	Grad+
More Likely	63%	57%	41%	27%
Less Likely	8%	11%	14%	13%
No Diff	29%	32%	45%	60%

By Last 4 Generals

Column %	4	3	2	1	0
More Likely	52%	41%	54%	38%	51%
Less Likely	10%	19%	8%	10%	12%
No Diff	38%	40%	38%	52%	37%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
More Likely	73%	31%	37%
Less Likely	11%	11%	12%
No Diff	16%	58%	51%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More Likely	38%	53%	54%	60%	58%
Less Likely	12%	10%	12%	10%	8%
No Diff	50%	37%	34%	30%	34%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
More Likely	62%	5%	13%
Less Likely	6%	37%	16%
No Diff	32%	57%	71%

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Knowing what you know now, do you support or oppose Governor Youngkin's working-class car tax credit proposal?

Support	67%
Oppose	16%
Unsure	16%
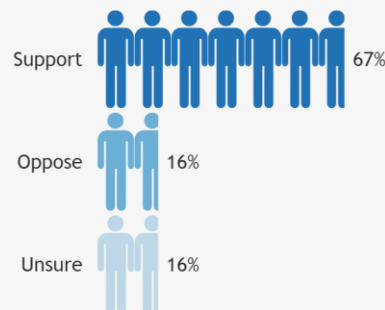
Critical Crosstabs:

By Gender

Column %	Female	Male
Support	66%	69%
Oppose	16%	17%
Unsure	19%	14%

By Race

Column %	White	Black	Other
Support	66%	69%	73%
Oppose	17%	17%	13%
Unsure	17%	15%	14%

By Ideology

Column %	Conserv.	Moderate	Liberal
Support	88%	56%	50%
Oppose	6%	22%	27%
Unsure	7%	22%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	67%	63%	64%	75%	65%
Oppose	22%	23%	16%	7%	16%
Unsure	11%	14%	19%	18%	19%

By Education

Column %	HS	Some Coll.	College	Grad+
Support	83%	77%	57%	43%
Oppose	9%	9%	23%	29%
Unsure	8%	15%	20%	27%

By Last 4 Generals

Column %	4	3	2	1	0
Support	66%	64%	68%	66%	77%
Oppose	14%	29%	9%	23%	12%
Unsure	20%	7%	24%	11%	12%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Support	85%	53%	58%
Oppose	6%	25%	21%
Unsure	8%	22%	21%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	57%	73%	70%	76%	74%
Oppose	25%	14%	13%	7%	12%
Unsure	18%	13%	16%	17%	15%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
Support	87%	3%	15%
Oppose	4%	92%	14%
Unsure	10%	5%	71%

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If your legislator opposed Governor Youngkin's working-class car tax credit proposal, would it impact your vote in the next election?

No Impact 47%

Less Likely 31%
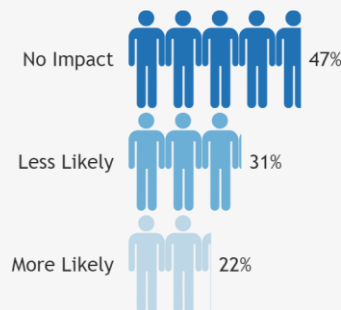
More Likely 22%

Actual answer options read:
- No, it would not have any impact
- Yes, I would be less likely to vote for them
- Yes, I would be more likely to vote for them

Critical Crosstabs:

By Gender

Column %	Female	Male
No Impact	51%	42%
Less Likely	29%	33%
More Likely	20%	25%

By Race

Column %	White	Black	Other
No Impact	46%	48%	50%
Less Likely	32%	29%	28%
More Likely	22%	24%	22%

By Ideology

Column %	Conserv.	Moderate	Liberal
No Impact	26%	52%	74%
Less Likely	42%	28%	15%
More Likely	32%	20%	11%

By Age

Column %	18-34	35-44	45-54	55-64	65+
No Impact	57%	56%	42%	44%	41%
Less Likely	18%	20%	42%	42%	29%
More Likely	26%	24%	15%	14%	29%

By Education

Column %	HS	Some Coll.	College	Grad+
No Impact	41%	46%	46%	58%
Less Likely	24%	39%	36%	25%
More Likely	35%	16%	18%	17%

By Last 4 Generals

Column %	4	3	2	1	0
No Impact	46%	41%	58%	49%	46%
Less Likely	33%	29%	17%	28%	35%
More Likely	21%	30%	25%	23%	19%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
No Impact	25%	66%	55%
Less Likely	43%	17%	30%
More Likely	32%	17%	16%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
No Impact	50%	46%	49%	36%	47%
Less Likely	26%	29%	36%	40%	28%
More Likely	24%	25%	15%	24%	24%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
No Impact	44%	37%	76%
Less Likely	36%	12%	17%
More Likely	20%	51%	6%

co/efficient

Confidentially, who did you vote for President in 2024?

Kamala Harris 47%
Donald Trump 43%
Someone else 3%
I did not vote 7%
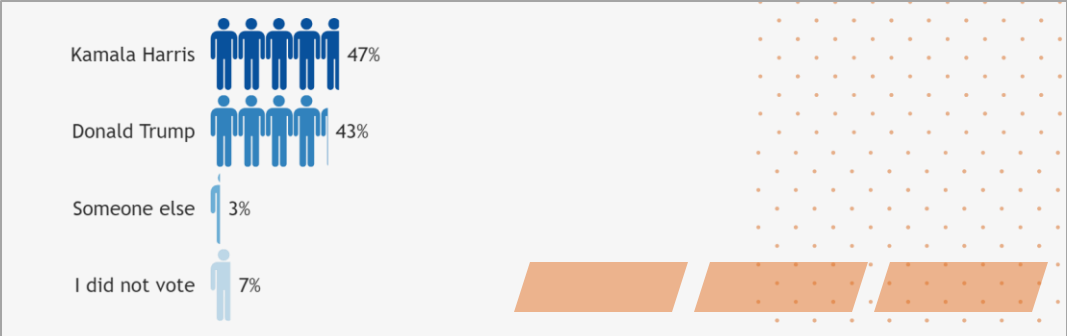
Critical Crosstabs:

By Gender

Column %	Female	Male
Kamala Harris	54%	38%
Donald Trump	38%	48%
Someone else	2%	5%
I did not vote	6%	9%

By Race

Column %	White	Black	Other
Kamala Harris	41%	78%	42%
Donald Trump	50%	7%	44%
Someone else	3%	2%	6%
I did not vote	6%	13%	9%

By Ideology

Column %	Conserv.	Moderate	Liberal
Kamala Harris	11%	56%	93%
Donald Trump	85%	23%	1%
Someone else	1%	6%	4%
I did not vote	3%	16%	1%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Kamala Harris	64%	49%	40%	42%	42%
Donald Trump	12%	31%	54%	50%	55%
Someone else	6%	5%	4%	3%	1%
I did not vote	17%	14%	2%	6%	2%

By Education

Column %	HS	Some Coll.	College	Grad+
Kamala Harris	32%	38%	58%	68%
Donald Trump	52%	51%	36%	24%
Someone else	3%	1%	4%	6%
I did not vote	12%	10%	2%	2%

By Last 4 Generals

Column %	4	3	2	1	0
Kamala Harris	46%	46%	41%	46%	54%
Donald Trump	49%	47%	37%	23%	32%
Someone else	2%	1%	4%	16%	0%
I did not vote	3%	6%	18%	15%	14%

By Self-Reported Party

Column %	Republican	Democrat	Ind/Other
Kamala Harris	8%	93%	40%
Donald Trump	86%	0%	34%
Someone else	1%	1%	13%
I did not vote	5%	6%	13%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Kamala Harris	54%	41%	49%	43%	32%
Donald Trump	34%	41%	44%	49%	63%
Someone else	6%	3%	1%	3%	1%
I did not vote	6%	15%	6%	6%	3%

By Initial Tax Cut Proposal

Column %	Support	Oppose	Unsure
Kamala Harris	37%	80%	72%
Donald Trump	53%	6%	18%
Someone else	2%	12%	5%
I did not vote	9%	2%	5%

Methodology and Demographics

Fielded On: January 18-20, 2025

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Method: Mobile Text Responses and Landline Interviews

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Population & Sample Description:
867 Likely General Election Voters

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MoE: +/- 3.33%

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Weighting: Age, Gender, Education Level, Race, Self-Reported Party, Congressional District and DMA

-

For information, contact:
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Age

	%
18-34	18%
35-44	16%
45-54	17%
55-64	20%
65+	30%

Gender

	%
Female	53%
Male	47%

Race

	%
White	72%
Black	15%
Other	13%

Education

	%
HS	31%
Some Coll.	25%
College	24%
Grad+	20%

Ideology

	%
Conserv.	40%
Moderate	37%
Liberal	23%

Self-Reported Party

	%
Republican	40%
Democrat	36%
Ind/Other	24%

Last 4 Generals

	%
4	54%
3	14%
2	9%
1	12%
0	12%

DMA

	%
DC	37%
Norfolk	19%
Richmond	20%
Roanoke	14%
Other	10%

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