



## APPENDIX: DEMOGRAPHICS

1,061 registered voters in Virginia, May 27-June 2, 2022 (Modeled margin of error = 3.6%)

### Are you:

47% Male  
52 Female  
1 Other

### In what year were you born?

24% 18 to 34  
24 35 to 49  
27 50 to 64  
25 65+

### In what ZIP code do you currently live?

26% Central Virginia/Richmond  
34 Northern Virginia  
10 Shenandoah  
7 Southwest/Blue Ridge  
23 Tidewater/Hampton Roads/Eastern Shore

### What is your race?

65% White / Caucasian  
16 Black or African American  
7 Asian / Pacific Islander  
6 Hispanic or Latino/a  
0 American Indian or Alaska Native  
6 Other

### What is the highest level of education you have completed?

14% High school diploma or less  
29 Some college, but no degree  
15 Associate's degree, or two-year college degree  
23 Bachelor's degree, or four-year college degree  
19 Graduate degree

### Are you registered to vote in Virginia?

100% Yes

**Generally speaking, do you think of yourself as a:**

- 24% Strong Democrats
- 8 Weak Democrats
- 11 Independent lean Democrats
- 18 Pure independents
- 13 Independent lean Republicans
- 8 Weak Republicans
- 19 Strong Republicans

**How did you vote in the 2020 election for President, or for some reason were you unable to vote?**

- 50% Joe Biden, the Democrat
- 40 Donald Trump, the Republican
- 4 Jo Jorgensen, the Libertarian
- 1 Not registered/Too young/Ineligible
- 5 Did not vote

**How did you vote in the 2021 election for Governor of Virginia, or for some reason were you unable to vote?**

- 43% Terry McAuliffe, the Democrat
- 44 Glenn Youngkin, the Republican
- 2 Princess Blanding, the Liberation Party
- 1 Not registered/Too young/Ineligible
- 10 Did not vote

**Do you plan to vote in the November election for congress and other offices?**

- 80% Yes, definitely
- 10 Yes, probably
- 7 Maybe (50-50)
- 2 No, probably not
- 1 No, definitely not

**How motivated are you to vote in the November election on a scale from 0 to 10, where a 0 means you are not motivated at all and a 10 means you are extremely motivated to vote?**

- 2% 0 - Not motivated at all
- 1 1
- 0 2
- 2 3
- 1 4
- 6 5
- 4 6
- 3 7
- 7 8
- 4 9
- 70 10 - Extremely motivated

## APPENDIX: METHODOLOGY

Change Research surveyed 1,061 registered voters in Virginia from May 27-June 2, 2022 and an oversample of 79 Latinx registered voters in Prince William County. We used the following sources to recruit respondents:

- targeted advertisements on Facebook
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted registered voters living in Virginia. Those who indicated that they were not registered to vote in Virginia were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population of registered voters across different groups. The survey was conducted in English.

The survey was conducted on behalf of National Domestic Workers Association and Pro-Choice Virginia and conducted online by Change Research. Post-stratification was performed on age, sex, education, race/ethnicity, geographic region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of all registered voters, obtained from the voter file. That is, if a given age bracket represented X% of all registered voters on the voter file, then that same group would be weighted to X% in this survey. 2020 presidential results were based on numbers released by the Virginia Department Of Elections.

The modeled margin of error\* for this survey is 3.6%, which uses effective sample sizes\*\* that adjust for the design effect of weighting.

\* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

\*\* The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1)

<https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. *Survey Sampling*, 1965.

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## REPORTED QUESTIONS

Which THREE of the following are the most important issues facing Virginia: [RANDOMIZE]

- The economy and jobs
- Immigration
- Health care
- Racism & discrimination
- Taxes
- Guns
- Infrastructure & transportation
- Climate change & the environment
- Education
- Abortion
- Fair elections
- Housing costs
- Crime and public safety
- None of these

When it comes to abortion, do you think it should be: [ROTATE]

- Legal in all cases
- Legal in most cases
- Illegal in most cases
- Illegal in all cases

Do you think abortion should be legal: [Yes | No | Not sure]

- In cases of rape and incest
- To save the life of the pregnant person
- Early in pregnancy / In the first trimester
- Later in pregnancy / In the second trimester
- If the pregnancy would not result in a live birth
- In cases of non-fatal fetal abnormalities

How much have you seen or heard about the US Supreme Court's intention to overturn Roe v. Wade, the 1973 U.S. Supreme Court decision establishing the right to an abortion? [ROTATE]

- A lot
- Some
- A little
- Nothing at all

Which comes closest to your view? [ROTATE FIRST TWO]

- Roe v. Wade should remain in place, maintaining the right to an abortion
- Roe v. Wade should be overturned, eliminating the right to an abortion
- Not sure
- Don't care

If the US Supreme Court decides to eliminate the right to an abortion, will this affect you?  
[ROTATE ALL BUT LAST]

- Yes, it will affect me personally
- Yes, it will affect people I care about
- No
- Not sure

How do you feel about the US Supreme Court's intention to eliminate the right to an abortion?

[RANDOMIZE]

- Outraged
- Angry
- Frustrated
- Disappointed
- Terrified
- Scared
- Nervous
- Sad
- Grief
- Content
- Pleased
- Relieved
- Joyful
- Optimistic
- Triumphant
- Something else (please specify)
- None of these

Briefly describe why you feel [selected emotion]. [TEXT BOX]

Do you agree or disagree with the following statements? [RANDOMIZE] [Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Not sure]

- Virginia lawmakers should do more to protect the right to an abortion through state laws and policies.
- Virginia lawmakers should amend the state constitution to protect the right to an abortion.
- Families thrive when people are able to decide when and whether they start or grow a family.
- Any decision about pregnancy should be made by the woman and people she trusts, not politicians.
- Virginia lawmakers should enshrine the right to abortion into law and decriminalize abortion.
- Virginia lawmakers should not only ensure the right to abortion is protected but should make it accessible and equitable.
- Abortion should be accessible to every Virginian no matter their age, race, locality, religion, gender identity, or immigration status or their ability to pay.

Thinking about the next elections for Virginia's General Assembly, if the US Supreme Court decides to eliminate the right to an abortion, does that make you more likely to vote for Democrat or Republican legislators? [ROTATE]

- Much more likely to vote for Democrats
- Somewhat more likely to vote for Democrats
- Makes no difference
- Somewhat more likely to vote for Republicans
- Much more likely to vote for Republicans

Which of the following candidates would you be more likely to support:

- A candidate whose core agenda includes protecting abortion access and other forms of reproductive health care that allow people to decide whether and when to grow their families
- A candidate who wants to prioritize other issues over abortion access and reproductive health care, like the economy and jobs, housing affordability, and reining in inflation and rising costs
- Not sure