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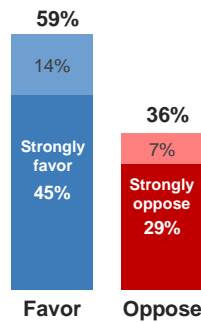|	
TO:	**Interested Parties**
FROM:	**Hart Research Associates**
DATE:	**September 24, 2021**
RE:	**New Polling Shows Solid Support for Build Back Better among Virginia Voters**

In just-completed research conducted among representative cross sections of 400 voters in Virginia, we found significant majority support for the Build Back Better legislative package and key components that would strengthen the middle class and protect the environment. The sample is representative of the demographics of Virginians who voted in the 2020 election.

Key Findings

1. **Majorities of Virginia voters support the Build Back Better Act** after hearing a brief description of it, including that it would cost $3.5 trillion spread over 10 years. This includes overwhelming majorities of registered Democrats (88%) and independents (69%).

Support for BBB Plan after Cost Information*

The legislative package we have been discussing would cost up to $3.5 trillion, spread out over 10 years, mostly paid for by raising taxes on corporations and the wealthy. No one with an income under $400,000 would pay higher taxes.

59%
14%
Strongly favor 45%
Favor

36%
7%
Strongly oppose 29%
Oppose

	Favor	Oppose
Democrats	88%	9%
Independents	69%	24%
Republicans	23%	70%

2. **The most effective frames for maximizing support in Virginia emphasize how Build Back Better would <u>rebuild the middle class</u> and <u>create millions of new, good-paying jobs for working people</u>.**

   - Republican and Democratic voters alike rate helping rebuild the middle class with jobs that pay enough so that people can support their families as an important reason to pass the legislation.

- Bringing good jobs back to the United States by making sure more of the products we use in America are made in America is especially compelling to Republican and independent Virginians.

3. **Sixty-six percent (66%) or more of Virginians favor each of nine provisions tested. Two provisions stood out as especially appealing to Virginia voters:**

- *Rebuilding America's water infrastructure to have cleaner, safer water, delivered more efficiently, and removing hazards like lead in water pipes, while creating good-paying jobs (81% favor)*

- *Ensuring that major public investments include requirements that the products, technology, and materials used are made in America and the jobs provide good pay and benefits (82% favor)*

4. **Clean energy and climate goals are important drivers of support for Virginia Democrats.**

- Increasing clean and renewable energy sources so that 80% of our electricity comes from clean energy by the year 2030 is an especially popular provision among Democrats.

- The most important reason to pass Build Back Better for Virginia Democrats is to protect the health and long-term well-being of Americans by building a clean energy economy that cuts down on harmful pollution, including the pollution causing climate change.