



VA-DSA & Deploy Action Labs | Topline Results | Sep. 2026

1,017 registered voters in Virginia from August 26 - 31, 2026.

Margin of Error = +/- 3.2%

Q1. What is your annual household income?

- 6% Less than \$20,000
- 8 \$20,000 to \$34,999
- 9 \$35,000 to \$49,999
- 15 \$50,000 to \$74,999
- 12 \$75,000 to \$99,999
- 18 \$100,000 to \$149,999
- 8 \$150,000 to \$199,999
- 11 \$200,000 or more
- 12 Prefer not to say

Q2. Which company or organization provides electricity to your home?

- 63% Dominion Energy Virginia
- 13 Appalachian Power (AEP)
- 14 An electric cooperative or a city / municipal utility
- 5 Another provider
- 5 Not sure

Q3. Overall, what is your opinion of your electricity provider?

- 15% Very favorable
- 33 Somewhat favorable
- 23 Somewhat unfavorable
- 19 Very unfavorable
- 10 Not sure

48% Total Favorable

42 Total Unfavorable

Q4. Which of the following does your home currently have installed, if any? Please choose all that apply.

- 46% An electric heat pump for heating and cooling
- 37 A smart or programmable thermostat
- 5 Solar panels
- 4 An electric vehicle charger
- 2 A home battery system
- 35 None of these

Polling was conducted online from August 26 - 31, 2026. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 1,017 registered voters statewide. Post-stratification was performed on age, gender, race/ethnicity, education, 2024 vote, and region. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q5. Some homeowners, schools, and businesses that want to connect solar panels or battery systems to the electrical grid say the process, known as interconnection, can involve long delays and significant costs. Do you support or oppose requiring electric utility companies to make it easier for homes, schools, and businesses to connect solar panels and battery systems to the electrical grid?

39%	Strongly support
24	Somewhat support
6	Somewhat oppose
9	Strongly oppose
23	Not sure

62% Total Support

15 Total Oppose

Q6. Do you support or oppose the state legislature passing a law to make it easier for public schools, colleges and universities, and government agencies to install solar panels on their buildings?

44%	Strongly support
27	Somewhat support
6	Somewhat oppose
8	Strongly oppose
16	Not sure

71% Total Support

14 Total Oppose

Q7. How concerned are you, if at all, about the cost of your household electricity bill?

38%	Extremely concerned
26	Very concerned
23	Somewhat concerned
7	Not too concerned
3	Not at all concerned
3	I don't pay an electricity bill

Q8. State lawmakers in Virginia face many pressing issues, including the state budget, taxes, education, transportation, and public safety, among others. Given everything on lawmakers' plates, how much of a priority should reducing electricity bills be?

31%	A top priority
51	An important priority
15	A minor priority
3	Not a priority

Q9. Electricity costs have been rising in Virginia in recent years. What factors do you think are most responsible for higher electricity bills in the state? Please choose up to three.

- 46% Growing demand for energy (such as from electric vehicles and AI data centers)
- 39 Utility companies operating as monopolies without competition
- 34 Utility companies seeking large profits
- 23 State regulators rubber-stamping utility rate increases
- 21 General inflation affecting all prices
- 17 Government regulations
- 15 The costs of upgrading and maintaining aging energy infrastructure
- 10 The electrical grid not being used as efficiently as it could be
- 10 International conflicts and global supply chain disruptions
- 8 Continued use of fossil fuels for electricity generation
- 6 Growing use of renewable energy sources
- 6 Something else
- 7 Not sure

Q10. In Virginia, state regulators set a guaranteed profit level that for-profit utility companies - such as Dominion Energy and Appalachian Power - are allowed to earn on their investments. This guaranteed profit is intended to give utility companies an incentive to invest in grid upgrades and reliability. Some argue the current level is higher than necessary and drives up customer bills. Would you support or oppose state regulators reducing the guaranteed profit that electric utility companies are allowed to earn?

- 41% Strongly support
- 27 Somewhat support
- 7 Somewhat oppose
- 6 Strongly oppose
- 20 Not sure

67% Total Support
13 Total Oppose

Q11. Utility companies earn profit on the new energy infrastructure they build, such as power lines and power plants. Some say this creates an incentive to build more instead of making the most of the grid they already have. In response, some have proposed ways to encourage utilities to better use Virginia's existing electrical grid. Would you support or oppose each of the following proposals?

	<u>Support</u>		<u>Oppose</u>		Not sure	<i>Total Support</i>	<i>Total Oppose</i>
	Strongly	Smwt	Smwt	Strongly			
Requiring utility companies to show they are getting the most out of the existing electrical grid before being allowed to build new infrastructure	46	32	6	3	12	79	9
Allowing utility companies to earn a financial reward when they demonstrate they are using the existing electrical grid more efficiently	22	40	12	11	15	62	23

Q12. How much, if anything, have you seen or heard about data centers being built in Virginia?

63% A lot
23 Some
10 A little
5 Nothing at all

Q13. Data centers are large facilities that house computer servers used to store information, process data, and power technologies such as artificial intelligence (AI). Do you support or oppose data centers being built in the following areas?

	<u>Support</u>		<u>Oppose</u>		Not sure	<i>Total Support</i>	<i>Total Oppose</i>
	Strongly	Smwt	Smwt	Strongly			
Across the United States	10	24	21	37	7	34	59
In Virginia	7	18	19	50	6	25	69
In your local area	6	11	13	64	5	17	77

Q14. Data centers are driving a lot of Virginia's growing demand for electricity. Some have proposed requirements for data center developers to help manage the costs and impacts on nearby communities. Would you support or oppose each of the following requirements?

	<u>Support</u>		<u>Oppose</u>		Not sure	Total Support	Total Oppose
	Strongly	Smwt	Smwt	Strongly			
Requiring data centers to pay the full cost of new energy infrastructure built to serve them	80	10	2	3	6	89	5
Requiring data centers to generate some of their own power rather than adding to the demand on Virginia's existing electric grid	68	18	3	4	7	86	7
Requiring data centers to generate their own power using renewable energy sources	64	18	3	5	10	82	8
Requiring data center developers to fund improvements that lower nearby residents' electricity bills by 20% or more, which may include paying for rooftop solar panels or batteries in individual homes and apartments dwellings	53	23	6	6	12	76	12

Q15. A growing number of data centers are building their own power sources, often using fossil fuels like natural gas, instead of relying on the shared electric grid. Would you support or oppose requiring these data centers to use renewable energy sources, like solar and battery storage, to power these facilities if operating off the shared electric grid?

46% Strongly support
 24 Somewhat support
 6 Somewhat oppose
 10 Strongly oppose
 13 Not sure

71% Total Support
16 Total Oppose

Q16. NextEra Energy, a Florida-based energy company, has proposed acquiring Dominion Energy. How much, if anything, have you seen or heard about this proposed merger?

9% A lot
 15 Some
 16 A little
 60 Nothing at all

Q17. Based on what you know right now, do you support or oppose the proposed merger between NextEra Energy and Dominion Energy? If you don't know enough to say, select that option below.

2% Strongly support
 4 Somewhat support
 12 Somewhat oppose
 24 Strongly oppose
 59 Not sure

6% Total Support
35 Total Oppose

Q18. Here is some additional information about the proposed merger between NextEra Energy and Dominion Energy. For each one, please tell us if it makes you more or less likely to support the merger, or does not change your opinion.

	<u>More likely to support</u>		Opinion does not change	<u>Less likely to support</u>		Not sure	Total More likely	Total Less Likely
	Much	Smwt		Smwt	Much			
The companies have pledged to offer \$2.25 billion in bill credits for Dominion Energy customers in Virginia, North Carolina, and South Carolina, spread over two years after the deal is finalized.	6	21	39	4	12	18	28	16
The companies say the merger will put downward pressure on customer rates and maintain reliable service.	7	18	37	6	11	22	25	17
Dominion would be owned by a Florida-based parent company, though it would keep its Virginia headquarters and operations.	3	6	38	10	27	16	9	36
If approved, the combined company would be the largest electric utility in the United States.	1	3	23	14	45	14	4	59
NextEra has previously attempted utility acquisitions in other states, including Texas, South Carolina, and Hawaii, that were not completed.	1	1	30	15	35	18	2	50
NextEra agreed to a \$150 million settlement in Florida over its involvement in a scheme that used "ghost" candidates to influence state elections.	1	1	14	9	60	15	2	69

Q19. After reading more, do you support or oppose the proposed merger between NextEra Energy and Dominion Energy? If you don't know enough to say, select that option below.

2% Strongly support
8 Somewhat support
19 Somewhat oppose
44 Strongly oppose
27 Not sure

10% Total Support
63 Total Oppose

Q20. Much of the state's official review of the merger is expected to take place while Virginia's General Assembly – the state legislature – is not in session. Do you think Virginia's state lawmakers should have the opportunity to weigh in on the proposed merger before it is finalized?

68% Yes, lawmakers should have a chance to weigh in
14 No, this decision should be left to state regulators
18 Not sure

Q21. State regulators in Virginia have six months to review and decide whether to approve the merger. Other states involved in reviewing the merger have up to twelve months. Some state officials have called for extending that timeline to allow for more scrutiny and public input. Do you think the review period should be extended, or is six months enough time?

59% The review period should be extended
24 Six months is enough time
17 Not sure

Q22. Which of the following conditions, if any, do you think state regulators should require for the merger to move forward? Please choose all that apply.

77% Guarantee that customer rates will not rise as a result of the merger
74 Require that data centers pay the full cost of serving them
71 Prohibit the combined company from making political donations to Virginia candidates and officials
69 Keep decisions about Virginia's electrical grid under Virginia control
60 Require the companies to publicly disclose their internal documents and analyses
52 Extend the review timeline to allow for more public input
50 Maintain Virginia's existing clean energy commitments
9 None of these

D1. Are you:

47% A man
52 A woman
1 Another identity

D2. Age

27% 18 to 34
24 35 to 49
23 50 to 64
25 65+

D3. Race/ethnicity

66% White / Caucasian
18 Black or African American
6 Hispanic or Latino/a
6 Asian / Pacific Islander
0 American Indian or Alaska Native
3 Other

D4. What is the highest level of education you have completed?

17% High school diploma or less
24 Some college, but no degree
12 Associate's degree, or two-year college degree
26 Bachelor's degree, or four-year college degree
20 Graduate degree

D5. Party Identification

28% Strong Democrats
8 Weak Democrats
10 Independent lean Democrats
14 Pure independents
10 Independent lean Republicans
7 Weak Republicans
24 Strong Republicans

45% Democrats

14 Pure independents

41 Republicans

D6. Region

27% Central Virginia/Richmond
35 Northern Virginia
10 Shenandoah
7 Southwest/Blue Ridge
23 Tidewater/Hampton Roads/Eastern Shore

D7. How did you vote in the 2024 election for President, or for some reason were you unable to vote?

48% Kamala Harris, the Democrat
42 Donald Trump, the Republican
2 A third party candidate
1 Not registered/Too young/Ineligible
7 Did not vote