



To: Interested Parties, Freedom VA

From: BlueLabs

RE: Initial Survey Analysis for February Tysons Casino Survey

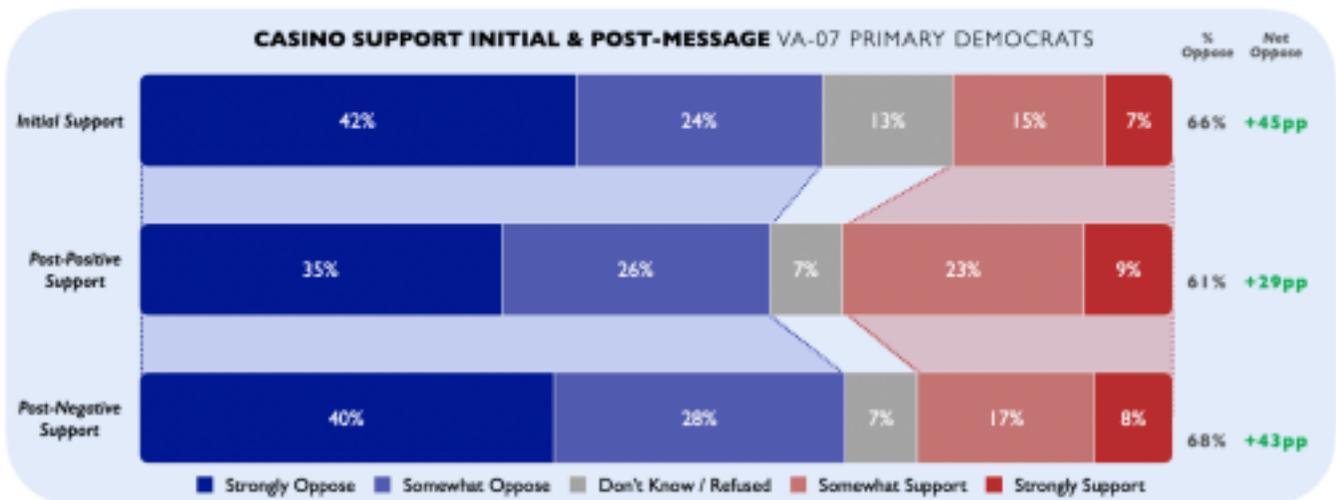
Date: February 24, 2026

Overview

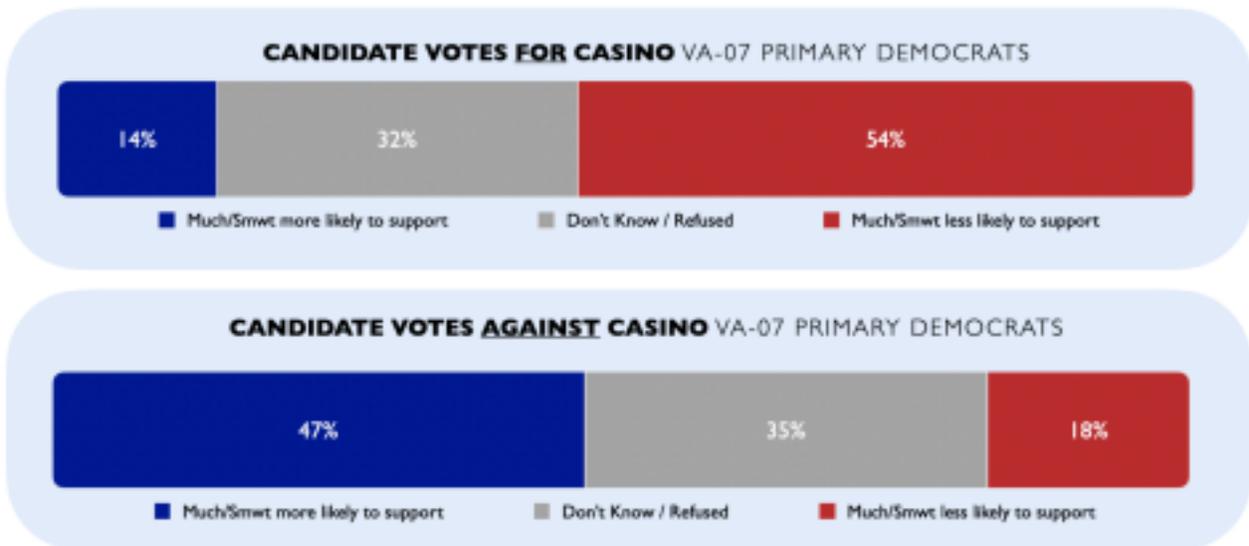
Below is a topline analysis of the February 2026 survey of likely Virginia Democratic primary voters in the newly drawn congressional district VA-07. Survey methodology and approach to analysis are detailed at the end of the document.

Views on the Casino

Primary Democrats in VA-07 overwhelmingly oppose the casino project—even after exposure to positive messaging. Two in three Democratic primary voters in the newly-drawn district oppose the casino at the start (66%), with a plurality strongly opposing the development project (42%). Though support ticks up after exposure to pro-casino messaging focused on tax relief and economic growth (from 21% initial to 32% post-positive), a majority remain opposed (61%). After voters hear arguments from both sides, opposition rebounds to 68%, with the anti-casino messaging winning over more initially undecided Democrats than the pro-casino frame (35% move to oppose vs. 24% to support).



The casino is a pivotal issue for a majority of Democrats in VA-07, with candidate support shifting based on how legislators vote on the proposed bill. More than half of these primary voters reported that they would be less likely to support a candidate if they vote to allow the construction of a casino in Fairfax (54%). On the flip end, 47% are more likely to vote for a candidate who votes against the project.

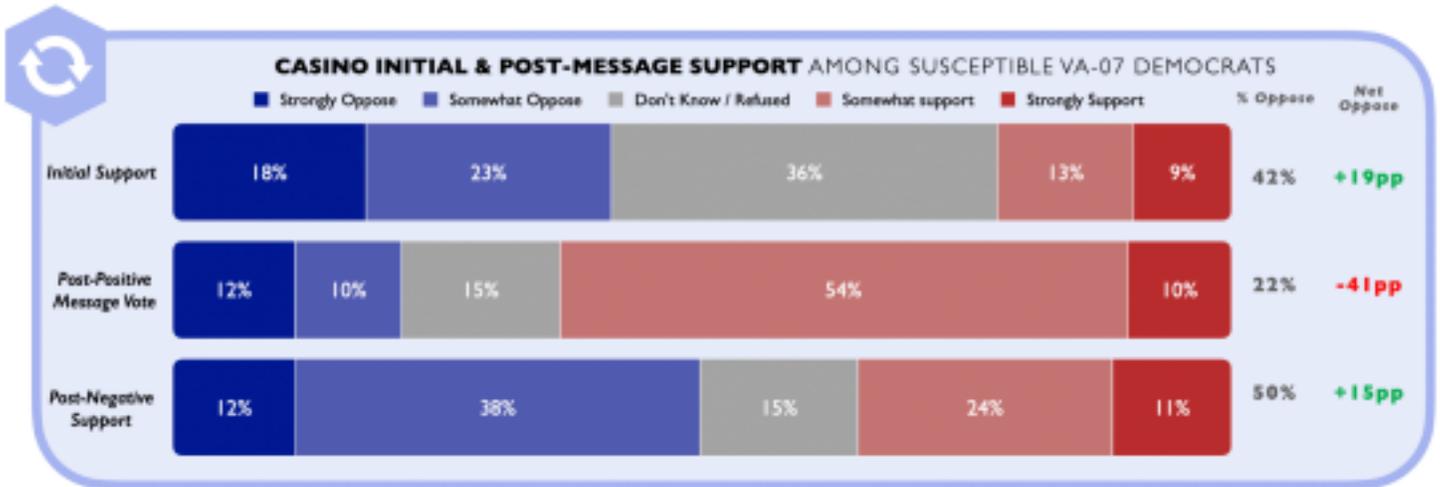


Issue intensity is notably asymmetric: Among **hardline opponents**—those who are opposed to the casino regardless of messaging (55% of respondents)—**more than 8 in 10 state that they would be less likely to support a candidate who votes in favor of the casino** (84% overall, 51% much less likely). By contrast, the potential for electoral consequences among hardline supporters—those who remain supportive of the casino throughout the survey (16% of respondents)—is softer, with less than half stating they would be less likely to support a candidate who votes against the project (41%).

When presented with more information, more than one in four primary Democrats are susceptible to changing their mind on the casino. While a majority of Democrats in VA-07 remain consistently opposed to the project (55% opposed to the project throughout the survey), nearly 30% shifted their position after exposure to positive or negative messaging—the “susceptible” voters.

Pro-casino messaging has some clear initial sway with this group: 6 in 10 fall into the support camp after reading the positive frame (63%), though most of that support is soft (54% somewhat vs. 10% strongly support). After hearing arguments from both sides, half of this group ends opposed (50%):

VA-07 Democrats with susceptible levels of support skew older (74% age 50+), slightly less college-educated (31% technical degree or less), and slightly more diverse (27% people of color) compared to the overall Democratic primary electorate. They also skew heavily female, with more than two in three identifying as women (71%) versus 56% of the overall sample.



Methodology

BlueLabs conducted a survey of likely Democratic primary voters in VA-07 from February 20 to 23, 2026. The survey was conducted using text-to-web surveys and collected 674 responses from voters, matched back to the file. The sample was weighted across age, race, education, gender, as well as vote history to represent the Democratic primary electorate in VA-07. The margin of error is +/- 4.9 percentage points for the full sample.

For select questions, BlueLabs reports results based on a combined and weighted dataset that merges this survey with a subset of VA-07 likely Democratic primary voters from a separate survey conducted earlier this month on the same topic in Fairfax County. This combined dataset of VA-07 Democratic primary voters is used for questions asked in both surveys. The combined sample includes 843 voter-file-matched respondents, with a margin of error of ± 3.9 percentage points.

BlueLabs fielded this survey to understand initial feelings about the casino. In addition, the survey examines how feelings towards the casino affect support for Democratic candidates. These survey results will help better understand where Virginians stand on the issue of building a casino and support of legislators who stand for or against it.

Tested Messaging

The following messaging was used in our survey to test how voters move after learning more information about the casino from supporters and opponents. Opponent messaging varied slightly between the surveys, but it didn't significantly affect or change final results.

Supporters of the proposal say that a new entertainment district will bring in hundreds of new jobs and millions of dollars in tax revenue that could lower real estate taxes without compromising funding for high firefighter, police, and teacher salaries. They have also noted that this bill only makes construction possible, and Fairfax County residents would get a chance to weigh in on any

development directly by voting on a ballot measure approving the construction.

[Fairfax Survey] Opponents of the proposal say that rushing to bring a casino into our community before the state has a gaming commission is a recipe for disaster. Opponents are concerned about the negative impact on local traffic congestion and the potential drain on County resources such as law enforcement. They also say advancing this bill is a giveaway to an untrustworthy developer over the clear will of Fairfax residents, who would rather find local revenue by closing tax loopholes for the wealthy and corporations.

[VA-07 Survey] Opponents of the proposal say that rushing to bring a casino into Fairfax before the state has a gaming commission is a recipe for disaster. Opponents are concerned about the negative impact on local traffic congestion and the potential for a casino development to be located close to schools and residential communities. They also say advancing this bill is a giveaway to an untrustworthy developer over the clear will of Fairfax residents, who think the casino idea is a distraction from making life more affordable.