



To: Interested Parties, Freedom VA

From: BlueLabs

RE: Initial Survey Analysis for February Tysons Casino Survey

Date: February 9, 2026

Below is a preliminary analysis of the February 2026 survey of likely Virginia off-cycle voters in Fairfax County¹ on behalf of Freedom VA. This memo outlines the methodology used to track voter perceptions of the casino project both before and after exposure to pro- and anti-casino messaging and presents initial descriptive findings as a preview of a more extensive analysis to come.

Methodology

BlueLabs conducted a survey of likely off-cycle voters in Virginia who would be most impacted by the casino (specifically those in Senate Districts 34 and 35 and Delegate Districts 10, 15, and 19), from January 30th to February 4th, 2026. The survey was conducted using a multi-modal approach consisting of a mix of text-to-web and live caller interviews via landlines and cell phones. The survey collected 1,258 responses from voters matched back to the file, and the sample was weighted across age, race, education, gender, income, as well as vote history and past vote recall, to represent the off-year voting population in the five sampled districts. The margin of error is +/- 3.6 percentage points for the full sample.

Support Movement on the Casino

Fairfax County voters are decisively against building the casino, with two-in-three (63%) opposing the casino development project and a plurality (43%) strongly opposing it. Opposition is consistent across the sampled districts in the county and reaches supermajority levels in delegate districts 10 (64%) and 15 (69%) and senate district 35 (67%).

Even after exposure to only pro-casino messaging, most Virginians in Fairfax still oppose the project. After providing the strongest arguments in favor of building the casino—which highlight job growth, generated revenue, and lower real estate taxes—the majority of Fairfax County voters continued to oppose the casino (57%), with only 12% moving to support the casino (bringing total support to a mere 35%). Even after hearing only pro-casino messaging, all three delegate districts and both senate districts continue to oppose the casino.

¹ A small share of respondents from delegate district 19 (5% of sample) resides in Prince William County.

Opposition to the casino development runs across party lines. 63% of Democrats, 61% of Republicans, and 64% of Independents initially oppose building the casino. Both parties are swayed slightly by the positive and negative messaging. Opposition falls only slightly after the positive messaging, and levels of opposition bounce back with negative messaging, slightly surpassing initial levels across all groups: 64% of Democrats and Independents and 65% of Republicans oppose the casino after hearing messaging from both sides. Regardless of party, off-cycle voters are more opposed to the casino than non-voters, with 66% Spanberger voters and 64% of Earle-Sears voters opposing the casino after hearing all messaging, compared to 61% of non-2025 voters.

Affordability vs. Casino Development

Voters don't just dislike the casino—they see it as a distraction from solving the affordability crisis in Virginia. 61% of voters believe 'legislators supporting this proposal are distracted from the real issues, like affordability, by the demands of the big donors,' while only 28% believe 'legislators supporting this proposal are just looking for creative solutions to our budget shortfall that could grow the economy.' Republicans and Democrats both overwhelmingly distrust that legislators who support the casino are focused on what matters most, with 60% of Democrats, 61% of Republicans, and 63% of Independents agreeing that legislators supporting the proposal are distracted from affordability by big donors.

Voters prefer increasing revenue by increasing taxes on the wealthy and corporations. Three in five Fairfax County voters prefer 'raising taxes on big corporations and the super wealthy' (60%) over building a casino to increase county revenue. Both susceptible voters (those who were swayed by messaging) and hardline opposers (who consistently opposed the casino) prefer raising taxes on corporations and the super-wealthy over building the casino (61% and 66% respectively). Interestingly, the plurality of those who consistently supported the casino also agree that increasing taxes on corporations and the super-wealthy is a better revenue-generating strategy than building the casino: 42% of hardline casino supporters believe increasing these taxes is better and only 27% believe building the casino would be a better method of generating revenue.