

Virginia Survey Results

Q1 Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Donald Trump?

Very favorable 32%
Somewhat favorable 13%
Somewhat unfavorable 7%
Very unfavorable 44%
Not sure 4%

Q2 In the election for Governor of Virginia did you vote for Democrat Ralph Northam, Republican Ed Gillespie, or Libertarian Cliff Hyra?

Ralph Northam 54%
Ed Gillespie 45%
Cliff Hyra 1%

Q3 When did you make your final decision about how to vote in the election for Governor- months ago, in the last couple months, in the last couple of weeks, in the last few days, or on Election day?

In the last couple months 66%
In the last couple of weeks 18%
In the last few days 13%
On Election Day 3%

Q4 Which political party do you trust more when it comes to the issue of guns, even if you don't trust either entirely- the Democratic Party or the Republican Party?

Democratic Party 53%
Republican Party 43%
Not sure 4%

Q5 How familiar are you with Ralph Northam's positions on guns- very familiar, somewhat familiar, or not familiar?

Very familiar 42%
Somewhat familiar 42%
Not familiar 15%

Q6 How much did you hear about Ralph Northam's position on guns over the course of the 2017 election- a lot, a little, or nothing?

A lot 27%
A little 55%
Nothing 17%

Q7 Based on what you know would you say you strongly agree, somewhat agree, or do not agree with Ralph Northam's position on guns?

Strongly agree 30%
Somewhat agree 20%
Do not agree 38%
Not sure 12%

Q8 How familiar are you with Ed Gillespie's positions on guns- very familiar, somewhat familiar, or not familiar?

Very familiar 49%
Somewhat familiar 37%
Not familiar 14%

Q9 How much did you hear about Ed Gillespie's position on guns over the course of the 2017 election- a lot, a little, or nothing?

A lot 36%
A little 48%
Nothing 16%

Q10 Based on what you know would you say you strongly agree, somewhat agree, or do not agree with Ed Gillespie's position on guns?

Strongly agree 30%
Somewhat agree 20%
Do not agree 40%
Not sure 11%

Q11 Was the issue of guns very important, somewhat important, or not important to you when deciding who to vote for?

Very important 45%
Somewhat important 35%
Not important 20%

Q12 In your opinion, should gun laws in the United States be stronger, less strong, or kept the same as they are now?

Stronger 60%
Less strong 13%
Kept the same as they are now 26%
Not sure 1%

Q13 Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Gabby Giffords?

Very favorable 35%
Somewhat favorable 22%
Somewhat unfavorable 16%
Very unfavorable 7%
Not sure 21%

Q14 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man 47%

Q15 If you are a Democrat, press 1. If a Republican, press 2. If an independent or a member of another party, press 3.

Democrat 40%
Republican 35%
Independent / Other 25%

Q16 If you are white, press 1. If African-American, press 2. If other, press 3.

White 72%
African American 18%
Other 10%

Q17 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45 30%
46 to 65 40%
Older than 65 30%

Q18 Do you or does any member of your household own a gun?

Yes 55%
No 45%

Q19 Media Market

<i>Charlottesville</i>	3%
<i>Harrisonburg</i>	2%
<i>Norfolk</i>	20%
<i>Richmond</i>	20%
<i>Roanoke</i>	14%
<i>Tri Cities</i>	3%
<i>Washington</i>	37%
<i>Other</i>	1%

Q20 Area Code

<i>276</i>	6%
<i>434</i>	12%
<i>540</i>	16%
<i>703</i>	28%
<i>757</i>	18%
<i>804</i>	20%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Trump Favorability				
Very favorable	32%	4%	67%	6%
Somewhat favorable	13%	1%	25%	42%
Somewhat unfavorable	7%	9%	4%	1%
Very unfavorable	44%	78%	4%	51%
Not sure	4%	7%	0%	-

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Northam / Gillespie / Hyra				
Ralph Northam	54%	100%	-	-
Ed Gillespie	45%	-	100%	-
Cliff Hyra	1%	-	-	100%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Time Final Decision Was Made About Vote				
In the last couple months	66%	63%	71%	4%
In the last couple of weeks	18%	20%	15%	5%
In the last few days	13%	13%	12%	-
On Election Day	3%	4%	1%	91%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Party Trust More on Guns				
Democratic Party	53%	92%	7%	49%
Republican Party	43%	3%	90%	48%
Not sure	4%	5%	3%	3%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Northam's Positions on Guns Familiarity				
Very familiar	42%	37%	49%	47%
Somewhat familiar	42%	45%	39%	8%
Not familiar	15%	17%	12%	45%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Amount Heard About Northam's Position on Guns				
A lot	27%	23%	33%	10%
A little	55%	65%	44%	45%
Nothing	17%	12%	23%	45%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Northam's Postiion on Guns Agree/Disagree				
Strongly agree	30%	53%	2%	46%
Somewhat agree	20%	30%	9%	8%
Do not agree	38%	3%	82%	4%
Not sure	12%	15%	8%	42%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Gillespie's Positions on Guns Familiarity				
Very familiar	49%	47%	52%	51%
Somewhat familiar	37%	32%	43%	7%
Not familiar	14%	21%	5%	41%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Amount Heard About Gillespie's Position on Guns				
A lot	36%	34%	40%	6%
A little	48%	47%	48%	51%
Nothing	16%	19%	11%	43%

		Northam / Gillespie / Hyra		
	Base	Ralph Northam	Ed Gillespie	Cliff Hyra
Gillespie's Position on Guns Agree/Disagree				
Strongly agree	30%	2%	63%	5%
Somewhat agree	20%	11%	30%	8%
Do not agree	40%	71%	3%	46%
Not sure	11%	15%	5%	42%

		Northam / Gillespie / Hyra		
	Base	Ralph Northam	Ed Gillespie	Cliff Hyra
Importance of Guns When Deciding Who to Vote For				
Very important	45%	41%	49%	7%
Somewhat important	35%	39%	29%	47%
Not important	20%	19%	21%	46%

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
US Gun Laws Should Be Stronger/Less Strong				
Stronger	60%	94%	19%	53%
Less strong	13%	4%	23%	-
Kept the same as they are now	26%	1%	57%	47%
Not sure	1%	1%	1%	-

	Base	Northam / Gillespie / Hyra		
		Ralph Northam	Ed Gillespie	Cliff Hyra
Giffords Favorability				
Very favorable	35%	58%	7%	2%
Somewhat favorable	22%	20%	22%	87%
Somewhat unfavorable	16%	4%	31%	4%
Very unfavorable	7%	2%	14%	-
Not sure	21%	16%	26%	8%

		Gender	
	Base	Woman	Man
Trump Favorability			
Very favorable	32%	29%	36%
Somewhat favorable	13%	14%	10%
Somewhat unfavorable	7%	6%	8%
Very unfavorable	44%	48%	40%
Not sure	4%	2%	6%

		Gender	
	Base	Woman	Man
Northam / Gillespie / Hyra			
Ralph Northam	54%	54%	54%
Ed Gillespie	45%	45%	45%
Cliff Hyra	1%	0%	2%

		Gender	
	Base	Woman	Man
Time Final Decision Was Made About Vote			
In the last couple months	66%	72%	61%
In the last couple of weeks	18%	15%	21%
In the last few days	13%	13%	12%
On Election Day	3%	1%	6%

	Base	Gender	
		Woman	Man
Party Trust More on Guns			
Democratic Party	53%	55%	52%
Republican Party	43%	42%	43%
Not sure	4%	3%	5%

	Base	Gender	
		Woman	Man
Northam's Positions on Guns Familiarity			
Very familiar	42%	44%	41%
Somewhat familiar	42%	46%	38%
Not familiar	15%	11%	21%

	Base	Gender	
		Woman	Man
Amount Heard About Northam's Position on Guns			
A lot	27%	25%	31%
A little	55%	55%	56%
Nothing	17%	20%	14%

		Gender	
	Base	Woman	Man
Northam's Position on Guns Agree/Disagree			
Strongly agree	30%	33%	26%
Somewhat agree	20%	18%	22%
Do not agree	38%	36%	40%
Not sure	12%	12%	12%

		Gender	
	Base	Woman	Man
Gillespie's Positions on Guns Familiarity			
Very familiar	49%	46%	54%
Somewhat familiar	37%	42%	31%
Not familiar	14%	12%	16%

		Gender	
	Base	Woman	Man
Amount Heard About Gillespie's Position on Guns			
A lot	36%	38%	35%
A little	48%	48%	48%
Nothing	16%	14%	17%

		Gender	
	Base	Woman	Man
Gillespie's Position on Guns Agree/Disagree			
Strongly agree	30%	30%	29%
Somewhat agree	20%	18%	22%
Do not agree	40%	42%	38%
Not sure	11%	10%	11%

		Gender	
	Base	Woman	Man
Importance of Guns When Deciding Who to Vote For			
Very important	45%	48%	40%
Somewhat important	35%	32%	39%
Not important	20%	20%	21%

		Gender	
	Base	Woman	Man
US Gun Laws Should Be Stronger/Less Strong			
Stronger	60%	60%	60%
Less strong	13%	10%	16%
Kept the same as they are now	26%	29%	23%
Not sure	1%	1%	0%

		Gender	
	Base	Woman	Man
Giffords Favorability			
Very favorable	35%	37%	32%
Somewhat favorable	22%	18%	26%
Somewhat unfavorable	16%	16%	16%
Very unfavorable	7%	9%	6%
Not sure	21%	21%	21%

		Party		
	Base	Democrat	Republican	Independent / Other
Trump Favorability				
Very favorable	32%	5%	58%	39%
Somewhat favorable	13%	2%	25%	11%
Somewhat unfavorable	7%	9%	2%	10%
Very unfavorable	44%	79%	10%	39%
Not sure	4%	4%	5%	1%

		Party		
	Base	Democrat	Republican	Independent / Other
Northam / Gillespie / Hyra				
Ralph Northam	54%	96%	13%	44%
Ed Gillespie	45%	4%	87%	52%
Cliff Hyra	1%	-	0%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
Time Final Decision Was Made About Vote				
In the last couple months	66%	76%	72%	43%
In the last couple of weeks	18%	17%	12%	26%
In the last few days	13%	6%	15%	19%
On Election Day	3%	1%	1%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
Party Trust More on Guns				
Democratic Party	53%	92%	16%	45%
Republican Party	43%	4%	81%	50%
Not sure	4%	5%	2%	5%

	Base	Party		
		Democrat	Republican	Independent / Other
Northam's Positions on Guns Familiarity				
Very familiar	42%	36%	50%	42%
Somewhat familiar	42%	53%	37%	33%
Not familiar	15%	11%	14%	25%

	Base	Party		
		Democrat	Republican	Independent / Other
Amount Heard About Northam's Position on Guns				
A lot	27%	26%	33%	22%
A little	55%	61%	46%	59%
Nothing	17%	13%	21%	18%

	Base	Party		
		Democrat	Republican	Independent / Other
Northam's Position on Guns Agree/Disagree				
Strongly agree	30%	55%	12%	15%
Somewhat agree	20%	26%	11%	24%
Do not agree	38%	6%	68%	47%
Not sure	12%	13%	9%	14%

	Base	Party		
		Democrat	Republican	Independent / Other
Gillespie's Positions on Guns Familiarity				
Very familiar	49%	41%	55%	55%
Somewhat familiar	37%	37%	41%	31%
Not familiar	14%	22%	4%	14%

	Base	Party		
		Democrat	Republican	Independent / Other
Amount Heard About Gillespie's Position on Guns				
A lot	36%	34%	45%	28%
A little	48%	47%	43%	55%
Nothing	16%	18%	12%	17%

	Base	Party		
		Democrat	Republican	Independent / Other
Gillespie's Position on Guns Agree/Disagree				
Strongly agree	30%	4%	62%	25%
Somewhat agree	20%	13%	22%	27%
Do not agree	40%	71%	7%	38%
Not sure	11%	12%	10%	10%

	Base	Party		
		Democrat	Republican	Independent / Other
Importance of Guns When Deciding Who to Vote For				
Very important	45%	46%	48%	37%
Somewhat important	35%	41%	27%	37%
Not important	20%	13%	25%	26%

	Base	Party		
		Democrat	Republican	Independent / Other
US Gun Laws Should Be Stronger/Less Strong				
Stronger	60%	93%	28%	53%
Less strong	13%	5%	22%	12%
Kept the same as they are now	26%	1%	49%	34%
Not sure	1%	0%	1%	1%

	Base	Party		
		Democrat	Republican	Independent / Other
Giffords Favorability				
Very favorable	35%	62%	16%	18%
Somewhat favorable	22%	19%	18%	30%
Somewhat unfavorable	16%	1%	29%	21%
Very unfavorable	7%	2%	9%	13%
Not sure	21%	16%	28%	18%

	Base	Race		
		White	African American	Other
Trump Favorability				
Very favorable	32%	40%	7%	23%
Somewhat favorable	13%	16%	3%	3%
Somewhat unfavorable	7%	5%	16%	4%
Very unfavorable	44%	38%	70%	41%
Not sure	4%	0%	4%	28%

	Base	Race		
		White	African American	Other
Northam / Gillespie / Hyra				
Ralph Northam	54%	41%	93%	75%
Ed Gillespie	45%	58%	7%	21%
Cliff Hyra	1%	1%	-	5%

	Base	Race		
		White	African American	Other
Time Final Decision Was Made About Vote				
In the last couple months	66%	69%	61%	58%
In the last couple of weeks	18%	17%	23%	7%
In the last few days	13%	10%	16%	28%
On Election Day	3%	4%	-	6%

	Base	Race		
		White	African American	Other
Party Trust More on Guns				
Democratic Party	53%	42%	89%	68%
Republican Party	43%	55%	3%	28%
Not sure	4%	3%	8%	4%

	Base	Race		
		White	African American	Other
Northam's Positions on Guns Familiarity				
Very familiar	42%	43%	27%	65%
Somewhat familiar	42%	41%	60%	18%
Not familiar	15%	16%	13%	17%

	Base	Race		
		White	African American	Other
Amount Heard About Northam's Position on Guns				
A lot	27%	26%	27%	39%
A little	55%	55%	63%	40%
Nothing	17%	19%	9%	20%

	Base	Race		
		White	African American	Other
Northam's Postiion on Guns Agree/Disagree				
Strongly agree	30%	25%	39%	51%
Somewhat agree	20%	16%	34%	21%
Do not agree	38%	47%	13%	19%
Not sure	12%	12%	14%	10%

	Base	Race		
		White	African American	Other
Gillespie's Positions on Guns Familiarity				
Very familiar	49%	48%	39%	77%
Somewhat familiar	37%	40%	33%	16%
Not familiar	14%	11%	28%	8%

	Base	Race		
		White	African American	Other
Amount Heard About Gillespie's Position on Guns				
A lot	36%	38%	28%	41%
A little	48%	46%	54%	53%
Nothing	16%	16%	19%	6%

	Base	Race		
		White	African American	Other
Gillespie's Position on Guns Agree/Disagree				
Strongly agree	30%	38%	-	23%
Somewhat agree	20%	19%	27%	8%
Do not agree	40%	34%	62%	44%
Not sure	11%	9%	11%	26%

	Base	Race		
		White	African American	Other
Importance of Guns When Deciding Who to Vote For				
Very important	45%	42%	42%	67%
Somewhat important	35%	36%	44%	14%
Not important	20%	22%	14%	19%

	Base	Race		
		White	African American	Other
US Gun Laws Should Be Stronger/Less Strong				
Stronger	60%	50%	88%	84%
Less strong	13%	15%	9%	6%
Kept the same as they are now	26%	34%	3%	10%
Not sure	1%	1%	-	-

	Base	Race		
		White	African American	Other
Giffords Favorability				
Very favorable	35%	27%	52%	58%
Somewhat favorable	22%	21%	29%	15%
Somewhat unfavorable	16%	21%	-	10%
Very unfavorable	7%	8%	6%	7%
Not sure	21%	24%	13%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trump Favorability				
Very favorable	32%	31%	32%	35%
Somewhat favorable	13%	15%	11%	12%
Somewhat unfavorable	7%	5%	7%	8%
Very unfavorable	44%	40%	50%	42%
Not sure	4%	9%	-	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Northam / Gillespie / Hyra				
Ralph Northam	54%	53%	57%	52%
Ed Gillespie	45%	44%	43%	48%
Cliff Hyra	1%	3%	0%	0%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Time Final Decision Was Made About Vote				
In the last couple months	66%	70%	65%	65%
In the last couple of weeks	18%	9%	22%	21%
In the last few days	13%	14%	12%	13%
On Election Day	3%	8%	1%	1%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Party Trust More on Guns				
Democratic Party	53%	56%	56%	48%
Republican Party	43%	44%	41%	44%
Not sure	4%	-	4%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Northam's Positions on Guns Familiarity				
Very familiar	42%	56%	39%	33%
Somewhat familiar	42%	29%	45%	52%
Not familiar	15%	15%	16%	15%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Amount Heard About Northam's Position on Guns				
A lot	27%	35%	23%	26%
A little	55%	50%	60%	55%
Nothing	17%	15%	17%	19%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Northam's Postiion on Guns Agree/Disagree				
Strongly agree	30%	39%	23%	29%
Somewhat agree	20%	13%	25%	21%
Do not agree	38%	38%	40%	36%
Not sure	12%	10%	12%	14%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Gillespie's Positions on Guns Familiarity				
Very familiar	49%	62%	45%	42%
Somewhat familiar	37%	28%	39%	43%
Not familiar	14%	10%	16%	15%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Amount Heard About Gillespie's Position on Guns				
A lot	36%	48%	30%	34%
A little	48%	37%	54%	50%
Nothing	16%	15%	16%	16%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Gillespie's Position on Guns Agree/Disagree				
Strongly agree	30%	40%	23%	28%
Somewhat agree	20%	8%	29%	19%
Do not agree	40%	40%	38%	42%
Not sure	11%	11%	11%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Importance of Guns When Deciding Who to Vote For				
Very important	45%	45%	45%	43%
Somewhat important	35%	30%	38%	37%
Not important	20%	25%	17%	21%

	Base	Age		
		18 to 45	46 to 65	Older than 65
US Gun Laws Should Be Stronger/Less Strong				
Stronger	60%	58%	64%	57%
Less strong	13%	18%	10%	11%
Kept the same as they are now	26%	23%	25%	30%
Not sure	1%	-	1%	1%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Giffords Favorability				
Very favorable	35%	35%	33%	37%
Somewhat favorable	22%	11%	28%	24%
Somewhat unfavorable	16%	17%	14%	17%
Very unfavorable	7%	6%	11%	5%
Not sure	21%	31%	15%	17%

	Base	Own a Gun Yes/No	
		Yes	No
Trump Favorability			
Very favorable	32%	43%	20%
Somewhat favorable	13%	12%	13%
Somewhat unfavorable	7%	5%	9%
Very unfavorable	44%	34%	56%
Not sure	4%	5%	2%

	Base	Own a Gun Yes/No	
		Yes	No
Northam / Gillespie / Hyra			
Ralph Northam	54%	44%	67%
Ed Gillespie	45%	55%	33%
Cliff Hyra	1%	2%	0%

	Base	Own a Gun Yes/No	
		Yes	No
Time Final Decision Was Made About Vote			
In the last couple months	66%	63%	70%
In the last couple of weeks	18%	17%	19%
In the last few days	13%	18%	6%
On Election Day	3%	2%	5%

	Base	Own a Gun Yes/No	
		Yes	No
Party Trust More on Guns			
Democratic Party	53%	44%	64%
Republican Party	43%	53%	31%
Not sure	4%	3%	5%

	Base	Own a Gun Yes/No	
		Yes	No
Northam's Positions on Guns Familiarity			
Very familiar	42%	52%	31%
Somewhat familiar	42%	36%	50%
Not familiar	15%	12%	19%

		Own a Gun Yes/No	
	Base	Yes	No
Amount Heard About Northam's Position on Guns			
A lot	27%	35%	18%
A little	55%	49%	63%
Nothing	17%	16%	18%

		Own a Gun Yes/No	
	Base	Yes	No
Northam's Position on Guns Agree/Disagree			
Strongly agree	30%	27%	33%
Somewhat agree	20%	18%	23%
Do not agree	38%	46%	29%
Not sure	12%	9%	16%

		Own a Gun Yes/No	
	Base	Yes	No
Gillespie's Positions on Guns Familiarity			
Very familiar	49%	59%	38%
Somewhat familiar	37%	33%	42%
Not familiar	14%	8%	21%

		Own a Gun Yes/No	
	Base	Yes	No
Amount Heard About Gillespie's Position on Guns			
A lot	36%	42%	30%
A little	48%	48%	48%
Nothing	16%	10%	22%

		Own a Gun Yes/No	
	Base	Yes	No
Gillespie's Position on Guns Agree/Disagree			
Strongly agree	30%	34%	24%
Somewhat agree	20%	25%	13%
Do not agree	40%	30%	53%
Not sure	11%	11%	11%

		Own a Gun Yes/No	
	Base	Yes	No
Importance of Guns When Deciding Who to Vote For			
Very important	45%	45%	44%
Somewhat important	35%	33%	38%
Not important	20%	22%	18%

	Base	Own a Gun Yes/No	
		Yes	No
US Gun Laws Should Be Stronger/Less Strong			
Stronger	60%	53%	68%
Less strong	13%	17%	7%
Kept the same as they are now	26%	28%	24%
Not sure	1%	1%	0%

	Base	Own a Gun Yes/No	
		Yes	No
Giffords Favorability			
Very favorable	35%	35%	34%
Somewhat favorable	22%	19%	24%
Somewhat unfavorable	16%	18%	13%
Very unfavorable	7%	9%	5%
Not sure	21%	18%	23%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Trump Favorability									
Very favorable	32%	37%	47%	28%	33%	46%	48%	28%	18%
Somewhat favorable	13%	4%	19%	15%	8%	6%	13%	15%	58%
Somewhat unfavorable	7%	3%	11%	6%	17%	5%	3%	3%	7%
Very unfavorable	44%	56%	24%	47%	42%	37%	35%	49%	17%
Not sure	4%	-	-	5%	-	6%	-	6%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Northam / Gillespie / Hyra									
Ralph Northam	54%	61%	24%	51%	59%	54%	18%	57%	60%
Ed Gillespie	45%	39%	76%	49%	41%	46%	82%	41%	40%
Cliff Hyra	1%	-	-	0%	0%	1%	-	2%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Time Final Decision Was Made About Vote									
In the last couple months	66%	71%	68%	64%	70%	84%	71%	58%	63%
In the last couple of weeks	18%	20%	19%	16%	16%	11%	16%	21%	13%
In the last few days	13%	9%	14%	19%	4%	3%	13%	17%	24%
On Election Day	3%	-	-	0%	10%	2%	-	3%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Party Trust More on Guns									
Democratic Party	53%	57%	24%	51%	56%	43%	17%	61%	60%
Republican Party	43%	39%	64%	44%	39%	52%	81%	36%	40%
Not sure	4%	4%	12%	5%	5%	5%	2%	2%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Northam's Positions on Guns Familiarity									
Very familiar	42%	45%	62%	36%	40%	60%	47%	40%	18%
Somewhat familiar	42%	38%	25%	48%	47%	28%	47%	42%	77%
Not familiar	15%	17%	14%	16%	13%	12%	6%	18%	6%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Amount Heard About Northam's Position on Guns									
A lot	27%	24%	52%	25%	30%	48%	31%	19%	3%
A little	55%	64%	31%	57%	59%	41%	65%	57%	86%
Nothing	17%	12%	17%	17%	11%	11%	4%	25%	11%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Northam's Postiion on Guns Agree/Disagree									
Strongly agree	30%	33%	21%	19%	24%	41%	32%	35%	5%
Somewhat agree	20%	19%	17%	25%	27%	12%	13%	16%	67%
Do not agree	38%	39%	55%	43%	38%	44%	55%	31%	28%
Not sure	12%	9%	7%	13%	11%	2%	-	18%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Gillespie's Positions on Guns Familiarity									
Very familiar	49%	37%	72%	33%	54%	66%	47%	49%	72%
Somewhat familiar	37%	50%	21%	48%	32%	26%	50%	37%	22%
Not familiar	14%	13%	7%	20%	15%	8%	4%	14%	6%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Amount Heard About Gillespie's Position on Guns									
A lot	36%	23%	45%	31%	43%	54%	49%	27%	82%
A little	48%	57%	52%	54%	36%	39%	48%	55%	13%
Nothing	16%	20%	4%	15%	21%	7%	3%	19%	6%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Gillespie's Position on Guns Agree/Disagree									
Strongly agree	30%	19%	51%	31%	30%	45%	62%	20%	19%
Somewhat agree	20%	16%	22%	18%	14%	15%	24%	23%	73%
Do not agree	40%	53%	24%	37%	48%	36%	13%	42%	8%
Not sure	11%	12%	4%	14%	8%	3%	2%	15%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Importance of Guns When Deciding Who to Vote For									
Very important	45%	41%	49%	45%	50%	31%	46%	48%	5%
Somewhat important	35%	38%	51%	25%	34%	48%	49%	32%	83%
Not important	20%	21%	-	30%	16%	21%	5%	20%	12%

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
US Gun Laws Should Be Stronger/Less Strong									
Stronger	60%	56%	52%	58%	64%	55%	23%	65%	63%
Less strong	13%	10%	27%	9%	18%	17%	45%	7%	3%
Kept the same as they are now	26%	29%	17%	32%	17%	28%	31%	27%	34%
Not sure	1%	6%	4%	1%	0%	1%	-	1%	-

	Base	Media Market							
		Charlottesville	Harrisonburg	Norfolk	Richmond	Roanoke	Tri Cities	Washington	Other
Giffords Favorability									
Very favorable	35%	35%	24%	31%	29%	44%	14%	38%	54%
Somewhat favorable	22%	27%	11%	38%	18%	12%	17%	18%	34%
Somewhat unfavorable	16%	16%	40%	7%	13%	23%	27%	17%	12%
Very unfavorable	7%	18%	8%	16%	3%	1%	10%	6%	-
Not sure	21%	4%	17%	8%	37%	20%	32%	20%	-

	Base	Area Code					
		276	434	540	703	757	804
Trump Favorability							
Very favorable	32%	53%	44%	42%	21%	21%	37%
Somewhat favorable	13%	17%	7%	12%	17%	17%	4%
Somewhat unfavorable	7%	3%	7%	2%	4%	7%	17%
Very unfavorable	44%	27%	35%	44%	51%	51%	42%
Not sure	4%	-	7%	1%	7%	5%	-

	Base	Area Code					
		276	434	540	703	757	804
Northam / Gillespie / Hyra							
Ralph Northam	54%	25%	56%	45%	62%	55%	58%
Ed Gillespie	45%	75%	44%	54%	35%	45%	42%
Cliff Hyra	1%	0%	-	0%	3%	0%	0%

	Base	Area Code					
		276	434	540	703	757	804
Time Final Decision Was Made About Vote							
In the last couple months	66%	78%	77%	67%	59%	61%	72%
In the last couple of weeks	18%	11%	17%	17%	22%	18%	14%
In the last few days	13%	11%	6%	13%	16%	21%	4%
On Election Day	3%	0%	-	3%	3%	0%	10%

	Base	Area Code					
		276	434	540	703	757	804
Party Trust More on Guns							
Democratic Party	53%	24%	44%	44%	67%	55%	55%
Republican Party	43%	74%	50%	53%	30%	39%	40%
Not sure	4%	1%	6%	2%	3%	6%	4%

	Base	Area Code					
		276	434	540	703	757	804
Northam's Positions on Guns Familiarity							
Very familiar	42%	37%	56%	55%	38%	30%	45%
Somewhat familiar	42%	57%	29%	35%	41%	53%	42%
Not familiar	15%	6%	15%	10%	21%	18%	13%

	Base	Area Code					
		276	434	540	703	757	804
Amount Heard About Northam's Position on Guns							
A lot	27%	39%	42%	30%	17%	18%	35%
A little	55%	56%	44%	58%	55%	63%	54%
Nothing	17%	5%	14%	12%	28%	19%	11%

		Area Code					
	Base	276	434	540	703	757	804
Northam's Position on Guns Agree/Disagree							
Strongly agree	30%	20%	41%	32%	37%	20%	24%
Somewhat agree	20%	21%	15%	15%	16%	27%	25%
Do not agree	38%	58%	40%	47%	26%	38%	40%
Not sure	12%	1%	4%	6%	21%	14%	11%

		Area Code					
	Base	276	434	540	703	757	804
Gillespie's Positions on Guns Familiarity							
Very familiar	49%	65%	58%	54%	50%	26%	57%
Somewhat familiar	37%	31%	31%	41%	34%	52%	29%
Not familiar	14%	4%	11%	6%	16%	22%	15%

		Area Code					
	Base	276	434	540	703	757	804
Amount Heard About Gillespie's Position on Guns							
A lot	36%	62%	56%	32%	25%	25%	46%
A little	48%	35%	33%	63%	52%	59%	33%
Nothing	16%	4%	11%	5%	24%	16%	21%

	Base	Area Code					
		276	434	540	703	757	804
Gillespie's Position on Guns Agree/Disagree							
Strongly agree	30%	57%	41%	35%	17%	24%	32%
Somewhat agree	20%	29%	17%	21%	22%	20%	13%
Do not agree	40%	12%	38%	39%	43%	40%	46%
Not sure	11%	2%	4%	5%	18%	16%	8%

	Base	Area Code					
		276	434	540	703	757	804
Importance of Guns When Deciding Who to Vote For							
Very important	45%	38%	31%	42%	50%	39%	54%
Somewhat important	35%	41%	49%	43%	31%	28%	30%
Not important	20%	20%	19%	16%	20%	33%	15%

	Base	Area Code					
		276	434	540	703	757	804
US Gun Laws Should Be Stronger/Less Strong							
Stronger	60%	27%	57%	53%	70%	63%	62%
Less strong	13%	24%	23%	10%	7%	10%	15%
Kept the same as they are now	26%	48%	18%	35%	22%	26%	23%
Not sure	1%	-	2%	1%	1%	1%	0%

	Base	Area Code					
		276	434	540	703	757	804
Giffords Favorability							
Very favorable	35%	20%	50%	33%	39%	33%	28%
Somewhat favorable	22%	15%	21%	16%	19%	41%	14%
Somewhat unfavorable	16%	36%	13%	22%	18%	8%	10%
Very unfavorable	7%	8%	5%	10%	3%	8%	11%
Not sure	21%	21%	12%	19%	21%	9%	37%