For release: October 30, 2017

PLURAL VOTE POLL SHOWS V.A. RACE TO BE A NAILBITER; DEMOCRAT RALPH NORTHAM HOLDS SLIM 3-POINT LEAD WITH LIKELY VOTERS

According to Plural Vote's mixed-mode survey released today, conducted between October 15th and October 25th, 2017, Democratic Lt. Gov. Ralph Northam holds a 3-point lead, 49 - 46 percent, with likely voters in Virginia's governor's race over Republican Ed Gillespie. Northam captures a plurality of the vote with 49 percent, and is buoyed by double-digit support from women and strong support from those under 45 years of age. That being said, this poll shows that this race will go down to the wire, since Northam's 3-point over Gillespie is well within the margin of error of ± 4.9 percentage points implicit in a poll with a sample size of 397 respondents. Libertarian party Candidate Cliff Hyra garners 5 percent of the vote in our survey.

Northam holds a 12-point lead over Republican Ed Gillespie with women voters, by a margin of 55 - 43 percent. Gillespie makes up for part of this double-digit deficit with his 7-point lead with male voters, 49 - 43 percent. Third-party candidate Libertarian Cliff Hyra receives more backing from men than he does women, receiving 7% of the male vote and only 2% of the female one.

Democrat Northam polls better with younger voters than Republican Gillespie, garnering 49 - 48 percent of the vote of those aged 18-24, and 51 - 44 percent of the vote of those between the ages of 25 and 44.

Republican Gillespie fares better with older voters than Democrat Northam, especially with those over 65 years of age, garnering 50 percent of the vote of that segment of the electorate against Northam's 47 percent. Voters between the ages of 45 and 64 years of age are nearly evenly divided, with 47% opting for the Republican choice and 49% for the Democrat.

This survey is mixed-mode. All of its data is weighted and tabulated by Plural Vote, but about 60% of its respondents (240 respondents) filled out their voting intention through a survey conducted through Google Consumer Surveys, which employs stratified sampling for its methodology, while about 40% of its respondents (157 respondents) filled out an opt-in internet non-probability survey panel conducted by Plural Vote, in which more supplementary questions were asked than in the Google Consumer Surveys poll.

In this poll's weighted opt-in sample, it shows that Gillespie captures Republican likely voters 97 - 3 percent, but fares poorly with independents, with whom he receives a mere 39 percent of the vote against Northam's 50 percent (Libertarian Cliff Hyra captures 11 percent). Additionally, Gillespie is strongest in rural regions of Virginia, where he garners 57 percent of the vote against the 43% his Democratic opponent receives.

Democratic Virginia governor Terry McAuliffe is shown to have a job approval rating of 53 percent and a disapproval rating of 43 percent, satisfying only a slim majority of Virginia's likely voters. He fares badly with men (47 to 46 percent), independents (49 to 43 percent), those living in rural areas (40 to 58 percent), and with Republicans (11 to 90 percent).

Most significantly, it is shown that Republican president Donald Trump has a very poor approval rating in Virginia, with 65 percent disapproval and only 32 percent approval. Only 73 of Gillespie voters approve of Trump (20 to 73 percent), and 72 of Republicans (72 to 27 percent). Trump even fares badly with voters living in rural areas, with 56 percent disapproving of him and only 26 percent approving.

41 percent of likely voters express a favorable opinion of Republican Ed Gillespie, while 56 percent have an unfavorable view of him. On the other hand, 52 percent of voters hold a favorable opinion of Democrat Ralph Northam, with only 42 percent expressing an unfavorable opinion.

If Ed Gillespie hopes to make up for some of Northam's lead by capturing some of Libertarian Cliff Hyra's voters, there is some good news for him. Gillespie's favorability rating with Hyra voters is 15 percent, nearly twice as high as Northam's 9 percent favorability rating with the same group.

METHODOLOGY

This internet survey was conducted statewide in Virginia and received 396 responses from likely voters through a mixed-mode survey design between October 15th and October 25th, 2017. Assuming that the sample of this poll was approximative of a random probabilistic sample, this survey, with a sample size of 397 respondents, has a margin of sampling error (or 95% confidence interval) of ± 4.9 percentage points, not accounting for design effect. Of the poll's respondents, 157 of them filled out the survey out via an opt-in internet panel. The remainder, 240 Virginia voters, were polled statewide through Google Consumer Surveys.

All of the data in this sample was weighted and tabulated by the pollster Plural Vote.

The Google Consumer Surveys internet poll was fielded between October 15th and October 20th, 2017 and was conducted throughout the state of Virginia in English through a stratified sample of Virginia's internet users. We offered respondents an option of "Don't plan to vote", an answer placed in order to eliminate respondents who are unlikely to vote from the poll's data. Additionally, responses who did not have associated data available regarding their gender or age were discarded. Responses for this Google Consumer Surveys sample are reported for 240 self-identified likely voters statewide. Subsequently, we weighted its raw data and respondents in respect to the auxiliary variables of age and gender according to the Edison Research 2013 Virginia gubernatorial election exit polls, in order to make the poll's sample more representative of the voting electorate.

The internet non-probability opt-in survey was fielded from October 20th to October 25th, 2017 and was filled out by self-identified likely voters who had voted in the 2016 election and who were frequenters of communities related to the Commonwealth of Virginia on the social media website Reddit. The poll's questions were phrased in English, and the poll was conducted and its results collected by Plural Vote. Multiple screening and other survey questions were asked. Some of the cross-tabulations and cross-tabs which break down responses by various variables and characteristics including age, gender, and political affiliation, are available in the following pages. The poll had a sample of 240 respondents, all of which self-reported that they had at least a 50-50 likelihood of voting in the governor's election. Respondents were asked numerous questions, including their political affiliation and who they voted for in the 2016 election. Subsequently, we heavily weighted the responses of raw data we gathered in respect to the auxiliary variables of past vote, party affiliation, and gender. These auxiliary weights were assigned based on how respondents voted in the 2016 election in respect to their self-identified party affiliation and gender, based on Edison Research 2016 Virginia exit polls. This was done in order to make the poll's sample more representative of the Virginian voting electorate.

Any further questions about how this poll was conducted can be answered by email at info@pluralvote.com or by reaching out on Twitter. Raw and weighted data for its samples can be provided on request as well.

CROSS TABULATIONS AND POLLING RESULTS

The margin of error of polling outcomes from individual subsets narrowed down to particular characteristics will be larger than for the overall population. Questions were asked to respondents as they are written below, unless otherwise indicated.

N = 397 RESPONDENTS
Weighted voting intention for Virginia's 2017 Gubernatorial election
----

LIKELY VOTERS............................

	Tot	Men	Wom	18-24	25-44	45-64	65+
Democrat Ralph Northam	49%	43%	55%	49%	51%	48%	47%
Republican Ed Gillespie	46	49	43	48	44	47	50
Libertarian Cliff Hyra	5	7	2	3	5	5	2

Weighted sample size by type of online survey:

		Men	Wom	18-24	25-44	45-64	65+
Online non-probability	N=157	77	80	28	117	12	0
Google Consumer Surveys	240	115	125	14	72	110	43

N = 240 RESPONDENTS
Weighted voting intention from online stratified sample collected by Google Consumer Surveys
----

1. Do you intend to vote in the 2017 Virginia election for Governor on Nov. 7? If so, among the following candidates, for whom are you planning to vote or leaning towards voting?
(DISCARD responses where respondent selects "Do not intend to vote")

LIKELY VOTERS............................

	Tot	Men	Wom	18-24	25-44	45-64	65+
Democrat Ralph Northam	46%	40%	52%	47%	49%	44%	47%
Republican Ed Gillespie	49	52	45	45	43	52	50
Libertarian Cliff Hyra	5	7	3	8	8	4	2
Weighted sample size:	N=240	115	125	14	72	110	43
%	*100%*	*48*	*52*	*6*	*30*	*46*	*18*
Unweighted sample size:	N=240	139	101	13	103	88	36
%	*100%*	*58*	*42*	*5*	*43*	*37*	*15*

N = 157 RESPONDENTS
Weighted voting intention and other polling results from opt-in online sample collected by Plural Vote

----

1. If the 2017 Virginia Governor's election were being held today and the candidates were Democrat Ralph Northam, Republican Ed Gillespie and Libertarian Cliff Hyra, for whom would you vote? Would you lean toward Northam, Gillespie, or Hyra?

LIKELY VOTERS...

	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	VIRGINIA REGION.........		
									Rural	Urban	Suburban
Democrat Ralph Northam	54%	3%	100%	50%	47%	60%	49%	55%	43%	52%	63%
Republican Ed Gillespie	42	97	-	39	45	39	49	40	57	46	29
Libertarian Cliff Hyra	4	1	-	11	8	1	1	4	-	1	8
Other / None of these	-	-	-	-	-	-	-	-	-	-	-
Undecided	0	-	-	0	0	-	-	0	-	-	-

Weighted sample size:	N=157	50	125	14	77	80	28	129	28	72	57
%	*100%*	*32*	*39*	*29*	*49*	*51*	*18*	*82*	*18*	*46*	*36*

Unweighted sample size:	N=157	13	70	74	127	30	33	124	18	72	65
%	*100%*	*8*	*45*	*47*	*81*	*19*	*21*	*79*	*11*	*46*	*41*

----

2. Do you approve or disapprove of the way Virginia governor Terry McAuliffe is handling his job as Governor? Do you approve/disapprove strongly or somewhat?

LIKELY VOTERS...

| | | | | | | | | | VIRGINIA REGION........ | | |
	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Approve total	53%	11%	95%	43%	46%	60%	44%	54%	40%	51%	61%
Approve somewhat	32	11	49	33	28	36	31	32	36	30	32
Approve strongly	21	-	46	10	18	24	13	22	4	21	29
Disapprove total	43%	90%	-	49%	47%	39%	54%	41%	58%	46%	33%
Disapprove somewhat	8	9	-	19	11	6	4	9	18	3	11
Disapprove strongly	35	81	-	30	36	33	50	32	40	43	22
Other / None of these	0	-	1	-	0	-	-	0	-	-	-
No opinion	3	-	4	7	0	1	3	4	-	3	-

CHOSEN CANDIDATE...

	Northam	Gillespie	Hyra
Approve total	-	73%	28%
Approve somewhat	-	14	22
Approve strongly	-	59	6
Disapprove total	100%	20%	61%
Disapprove somewhat	0	8	26
Disapprove strongly	100	12	35
Other / None of these	-	-	10
No opinion	-	7	-

3. Do you approve or disapprove of the way Donald Trump is handling his job as president? Do you approve/disapprove strongly or somewhat?

LIKELY VOTERS..

									VIRGINIA REGION........		
	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Approve total	32%	72%	-	30%	29%	33%	32%	31%	26%	42%	21%
Approve somewhat	7	15	-	7	13	0	0	8	13	4	7
Approve strongly	25	57	-	23	16	33	32	23	13	38	14
Disapprove total	65%	27%	100%	60%	69%	61%	68%	61%	56%	57%	79%
Disapprove somewhat	5	10	-	4	9	-	5	1	-	5	6
Disapprove strongly	60	17	100	56	60	61	63	60	56	52	73
Other / None of these	0	1	1	-	1	-	-	0	-	-	1
No opinion	3	-	4	11	0	6	3	4	17	-	-

CHOSEN CANDIDATE..

	Northam	Gillespie	Hyra
Approve total	-	73%	28%
Approve somewhat	-	14	22
Approve strongly	-	59	6
Disapprove total	100%	20%	61%
Disapprove somewhat	0	8	26
Disapprove strongly	100	12	35
Other / None of these	-	-	10
No opinion	-	7	-

4. Do you have a favorable or unfavorable opinion of Republican Donald Trump? Is it
favorable/unfavorable strongly or somewhat?

LIKELY VOTERS...

| | | | | | | | | | VIRGINIA REGION......... | | |
	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Favorable total	32%	73%	-	30%	29%	33%	32%	31%	26%	42%	21%
Favorable somewhat	7	16	-	7	13	0	0	8	13	4	7
Favorable strongly	25	57	-	23	16	33	32	23	13	38	14
Unfavorable total	65%	27%	100%	59%	69%	61%	68%	61%	56%	57%	79%
Unfavorable somewhat	4	10	-	3	9	-	5	1	-	5	6
Unfavorable strongly	60	17	100	56	60	61	63	60	56	52	73
Other / None of these	0	-	1	0	1	-	-	0	-	-	1
No opinion	3	-	4	11	0	6	3	4	17	-	-

CHOSEN CANDIDATE..

	Northam	Gillespie	Hyra
Favorable total	-	73%	38%
Favorable somewhat	-	14	32
Favorable strongly	-	59	6
Unfavorable total	100%	20%	60%
Unfavorable somewhat	0	8	25
Unfavorable strongly	100	12	35
Other / None of these	-	-	1
No opinion	-	7	-

5. Do you have a favorable or unfavorable opinion of Republican Ed Gillespie? Is it favorable/unfavorable strongly or somewhat?

LIKELY VOTERS..

| | | | | | | | | | VIRGINIA REGION........ | |
	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Favorable total	41%	100%	-	29%	49%	32%	55%	38%	40%	49%	30%
Favorable somewhat	13	28	-	13	26	0	28	10	27	6	15
Favorable strongly	28	72	-	16	23	32	27	28	13	43	15
Unfavorable total	56%	-	98%	53%	46%	67%	35%	48%	59%	50%	63%
Unfavorable somewhat	20	-	36	22	22	19	15	21	19	19	23
Unfavorable strongly	36	-	62	41	23	48	30	37	40	31	40
Other / None of these	0	-	1	0	6	-	-	0	2	-	-
No opinion	3	-	2	8	0	6	0	2	-	1	6

CHOSEN CANDIDATE...

	Northam	Gillespie	Hyra
Favorable total	13%	92%	15%
Favorable somewhat	13	26	15
Favorable strongly	-	66	-
Unfavorable total	95%	7%	40%
Unfavorable somewhat	35	-	31
Unfavorable strongly	60	7	9
Other / None of these	1	-	-
No opinion	1	-	45

6. Do you have a favorable or unfavorable opinion of Democrat Ralph Northam? Is it favorable/unfavorable strongly or somewhat? Is it favorable/unfavorable strongly or somewhat?

	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Favorable total	52%	11%	98%	44%	47%	58%	51%	52%	42%	49%	56%
Favorable somewhat	33	11	36	39	30	36	32	33	23	6	43
Favorable strongly	19	-	62	5	17	22	19	19	19	43	13
Unfavorable total	42%	89%	-	46%	41%	40%	48%	41%	57%	50%	32%
Unfavorable somewhat	20	51	-	12	9	27	3	24	0	19	13
Unfavorable strongly	22	38	-	34	32	12	45	17	57	31	19
Other / None of these	0	-	1	-	-	-	-	-	1	-	-
No opinion	6	1	2	10	9	2	1	7	-	1	12

Column span header: VIRGINIA REGION........ covers Rural, Urban, Suburban.

CHOSEN CANDIDATE...

	Northam	Gillespie	Hyra
Favorable total	91%	6%	9%
Favorable somewhat	56	6%	9
Favorable strongly	35	-	-
Unfavorable total	3%	93%	35%
Unfavorable somewhat	3	41	32
Unfavorable strongly	-	52	3
Other / None of these	-	-	4
No opinion	6	-	56

7. Do you have a favorable or unfavorable opinion of Virginia governor Terry McAuliffe? Is it favorable/unfavorable strongly or somewhat? Is it favorable/unfavorable strongly or somewhat?

LIKELY VOTERS...

	Tot	Rep	Dem	Ind	Men	Wom	18-24	25+	Rural	Urban	Suburban
Favorable total	51%	7%	92%	42%	41%	59%	42%	53%	40%	47%	59%
Favorable somewhat	30	7	48	30	26	33	29	30	30	29	29
Favorable strongly	21	-	44	12	15	26	13	23	10	18	30
Unfavorable total	46%	93%	2%	51%	52%	39%	56%	43%	58%	47%	36%
Unfavorable somewhat	13	20	2	19	20	6	18	11	31	4	14
Unfavorable strongly	33	73	-	32	32	33	38	32	27	43	22
Other / None of these	1	-	2	-	1	-	2	0	1	-	1
No opinion	4	-	5	6	7	1	1	4	0	5	4

The header "VIRGINIA REGION........." spans the Rural, Urban, and Suburban columns.

CHOSEN CANDIDATE...

	Northam	Gillespie	Hyra
Favorable total	86%	6%	31%
Favorable somewhat	48	6%	31
Favorable strongly	38	-	-
Unfavorable total	7%	94%	64%
Unfavorable somewhat	4	21	46
Unfavorable strongly	3	73	18
Other / None of these	1	-	4
No opinion	7	-	-