

Virginia Governor Survey  
Conducted 10/31/17-11/02/17  
1,200 Respondents  
Likely 2017 General Election Voters  
Margin of Error: +/- 2.83  
Response Rate: 3.29%  
Confidence: 95%  
Response Distribution: 50%



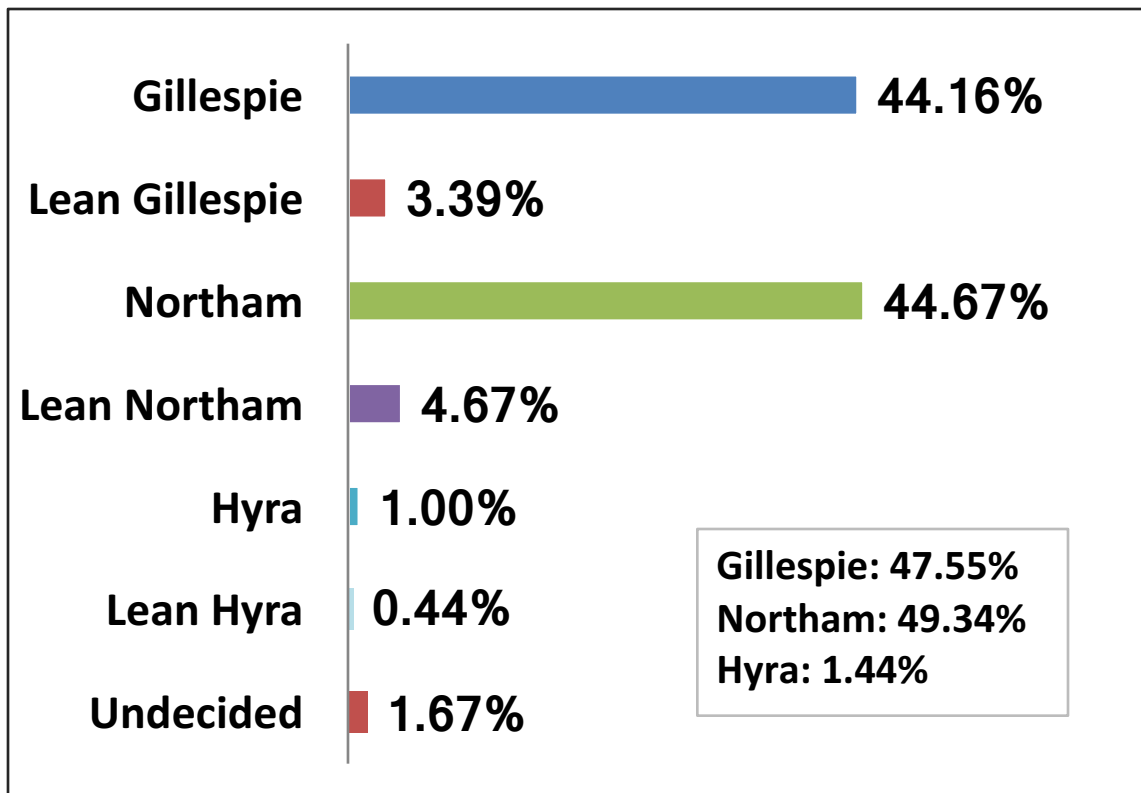
[trafalgarstrategy.com](http://trafalgarstrategy.com)

Facebook: The Trafalgar Group

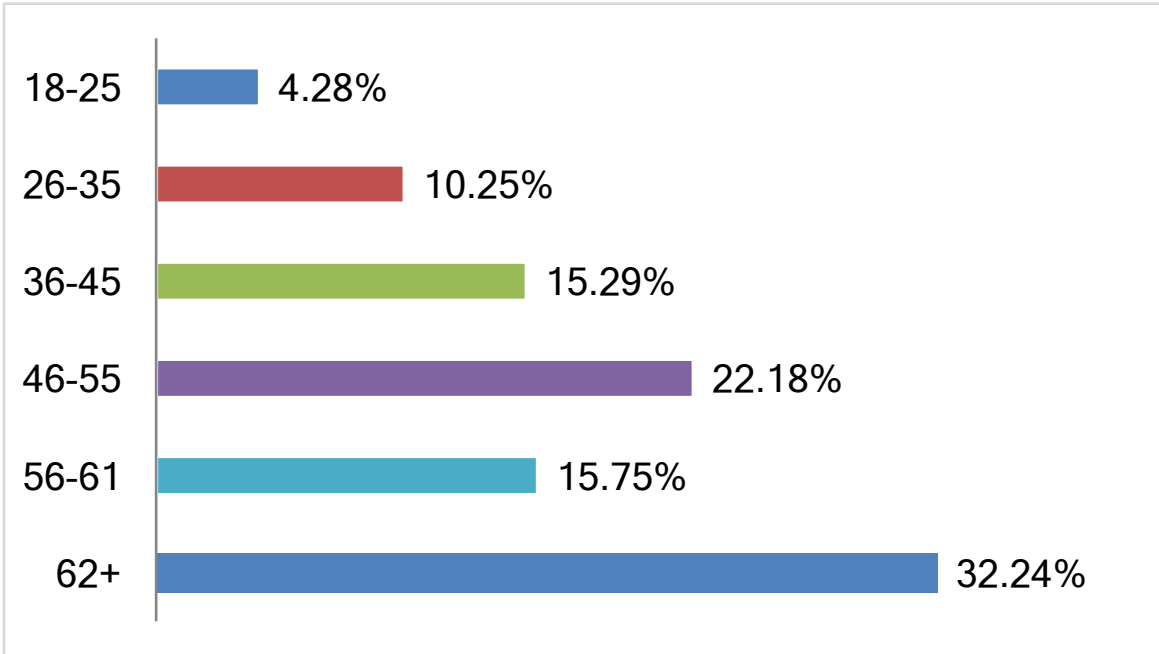
Twitter: @trafalgar\_group

## Overall Survey

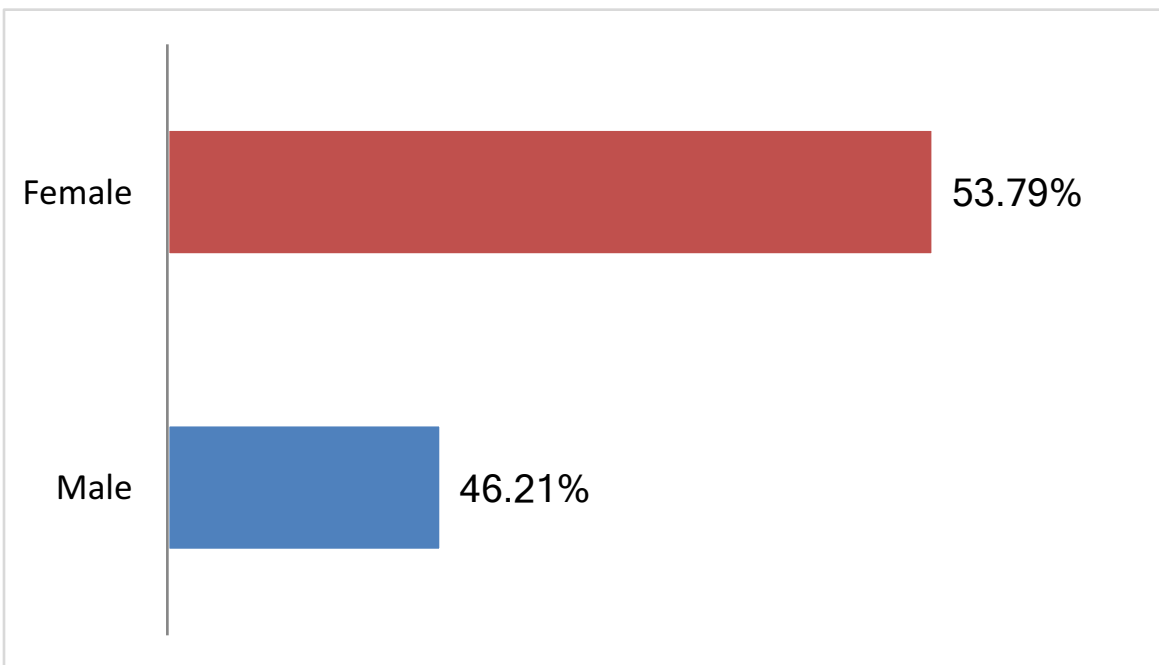
### Virginia Governor Ballot Test



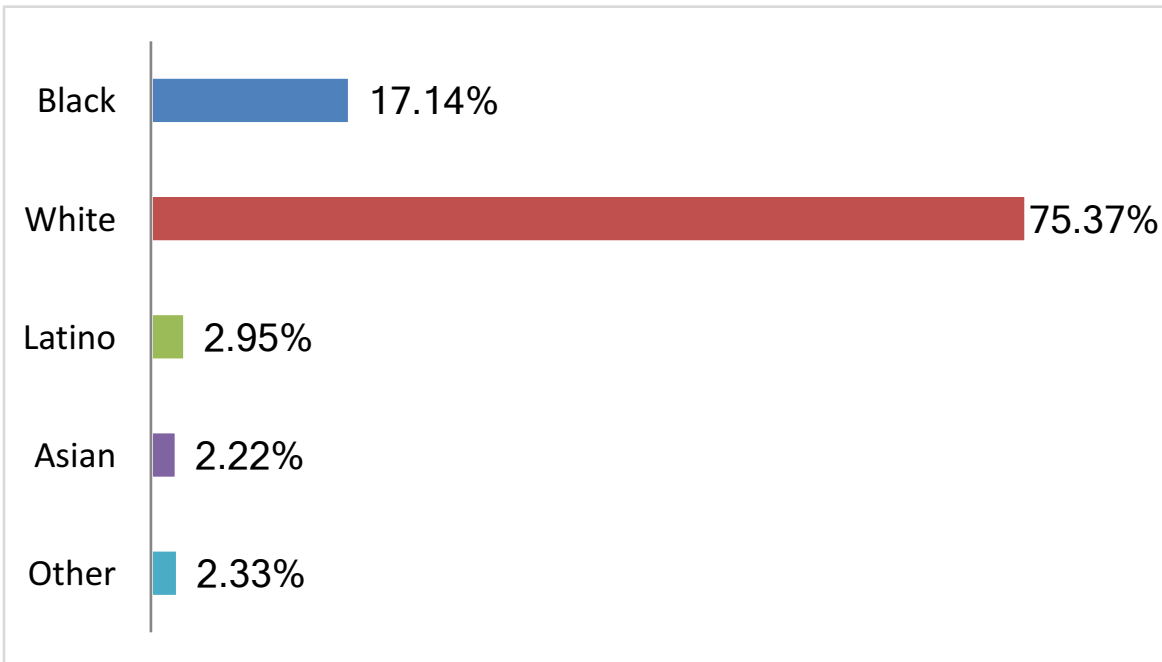
## Age Ranges



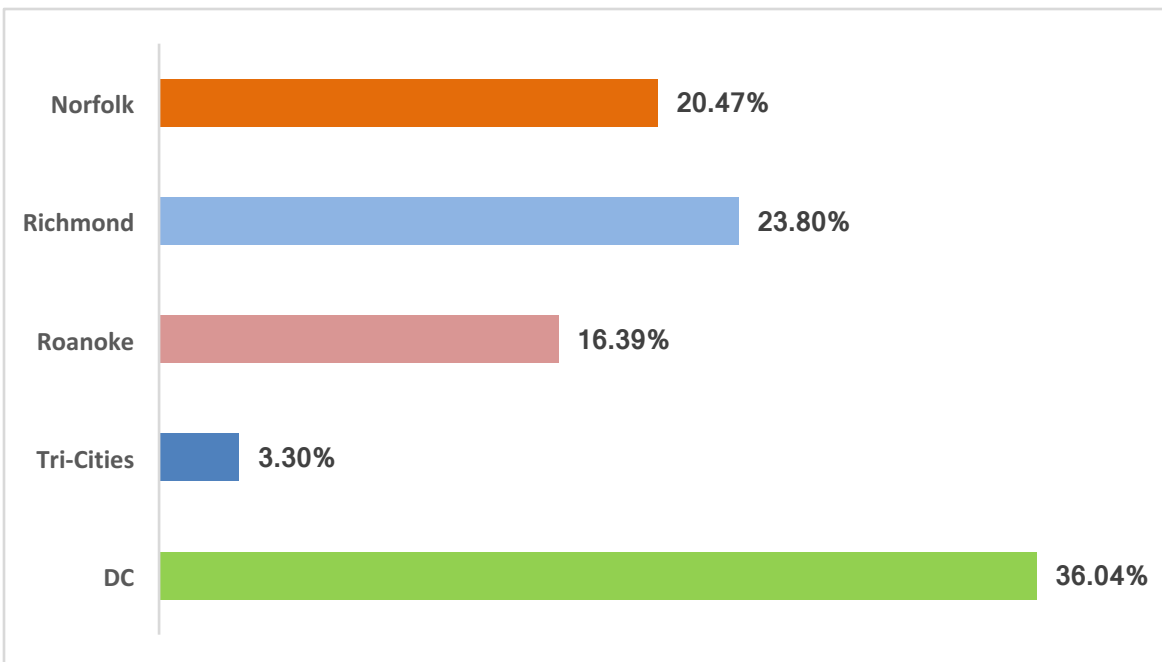
## Gender



## Race/Ethnicity



## Regions By DMA



## **Methodology**

Likely voters were selected at random from a list of registered voters based on specific general election participation and registration date. Household ages and locations were extracted as well from this list. In excess of 50,000 households were contacted over the duration of the poll. Automated calls were used to contact a majority of participants, and online surveys were used to enrich the voter sample.

A mixture of automated voice response technology and email surveys are used in order to identify and compensate for possible social desirability bias. Calls are placed to randomly-selected phone numbers through a stratified process that insures appropriate geographic representation. These calls were placed from 6:00pm to 8:30pm local time from Tuesday, October 31st though Thursday, November 2nd.

Survey results undergo a weighting process to ensure the sample is comparable to the demographic breakdown of expected 2017 Virginia general election participants. Final results are based on these weights in order to address non-response bias.

For more information, please contact [info@trf-grp.com](mailto:info@trf-grp.com).

# Virginia Governor Poll Report Crosstabs

## APPENDIX CROSSTABS OVERALL & BALLOT TEST

	18-25	26-35	36-45	46-55	56-61	62+	Gillespie	Lean Gillespie	Northam	Lean Northam	Hyra	Lean Hyra	Undecided	Male	Female	Norfolk	Richmond	Roanoke	Tri-Cities	DC
Gillespie	65.28%	33.59%	33.34%	44.75%	48.49%	47.31%	100%	0%	0%	0%	0%	0%	0%	47.20%	41.54%	42.34%	47.66%	54.73%	68.11%	35.88%
Lean Gillespie	2.73%	7.76%	2.34%	4.53%	1.86%	2.54%	0%	100%	0%	0%	0%	0%	0%	3.41%	3.37%	3.18%	1.58%	4.11%	6.78%	4.07%
Northam	23.38%	40.44%	51.94%	44.24%	46.59%	44.75%	0%	0%	100%	0%	0%	0%	0%	41.47%	47.42%	44.80%	41.69%	33.40%	19.80%	53.96%
Lean Northam	3.20%	4.62%	7.52%	5.13%	2.95%	4.04%	0%	0%	0%	100%	0%	0%	0%	4.02%	5.22%	4.68%	4.62%	5.39%	3.86%	4.43%
Hyra	0.00%	3.30%	2.46%	0.00%	0.10%	0.83%	0%	0%	0%	0%	100%	0%	0%	1.32%	0.72%	2.44%	0.73%	0.85%	1.46%	0.38%
Lean Hyra	0.00%	1.43%	0.00%	1.34%	0.00%	0.00%	0%	0%	0%	0%	0%	100%	0%	0.32%	0.55%	0.00%	1.39%	0.50%	0.00%	0.09%
Undecided	5.42%	8.86%	2.40%	0.00%	0.00%	0.52%	0%	0%	0%	0%	0%	0%	100%	2.26%	1.17%	2.56%	2.32%	1.01%	0.00%	1.20%
18-25	100%	0%	0%	0%	0%	0%	6.33%	3.44%	2.24%	2.93%	0.00%	0.00%	13.85%	5.15%	3.53%	2.53%	4.27%	5.66%	0.00%	5.05%
26-35	0%	100%	0%	0%	0%	0%	7.80%	23.46%	9.28%	10.14%	33.91%	33.06%	54.28%	10.62%	9.93%	11.93%	11.19%	4.88%	15.05%	10.68%
36-45	0%	0%	100%	0%	0%	0%	11.55%	10.56%	17.78%	24.64%	37.77%	0.00%	21.88%	16.38%	14.35%	13.19%	13.62%	13.30%	13.47%	18.65%
46-55	0%	0%	0%	100%	0%	0%	22.48%	29.68%	21.97%	24.38%	0.00%	66.94%	0.00%	21.37%	22.88%	24.13%	20.74%	16.25%	15.80%	25.31%
56-61	0%	0%	0%	0%	100%	0%	17.30%	8.66%	16.43%	9.97%	1.65%	0.00%	0.00%	15.55%	15.93%	16.50%	16.73%	14.85%	25.17%	14.23%
62+	0%	0%	0%	0%	0%	100%	34.55%	24.21%	32.30%	27.93%	26.67%	0.00%	9.99%	30.92%	33.37%	31.71%	33.45%	45.06%	30.51%	26.07%
Male	55.63%	47.89%	49.52%	44.52%	45.61%	44.33%	49.40%	46.46%	42.90%	39.85%	61.00%	33.06%	62.49%	100%	0%	46.13%	49.84%	43.18%	47.32%	45.15%
Female	44.37%	52.11%	50.48%	55.48%	54.39%	55.67%	50.60%	53.54%	57.10%	60.15%	39.00%	66.94%	37.51%	0%	100%	53.87%	50.16%	56.82%	52.68%	54.85%
Norfolk	12.09%	23.83%	17.66%	22.27%	21.44%	20.14%	19.63%	19.23%	20.53%	20.52%	50.07%	0.00%	31.34%	20.43%	20.50%	100%	0%	0%	0%	0%
Richmond	23.72%	25.98%	21.21%	22.25%	25.28%	24.69%	25.69%	11.08%	22.21%	23.57%	17.47%	74.53%	32.93%	25.67%	22.19%	0%	100%	0%	0%	0%
Roanoke	21.67%	7.80%	14.26%	12.01%	15.45%	22.91%	20.32%	19.86%	12.26%	18.94%	13.96%	18.30%	9.93%	15.31%	17.32%	0%	0%	100%	0%	0%
Tri-Cities	0.00%	4.84%	2.90%	2.35%	5.27%	3.12%	5.08%	6.59%	1.46%	2.73%	4.81%	0.00%	0.00%	3.38%	3.23%	0%	0%	0%	100%	0%
DC	42.51%	37.55%	43.97%	41.13%	32.57%	29.15%	29.28%	43.24%	43.54%	34.25%	13.68%	7.17%	25.80%	35.21%	36.76%	0%	0%	0%	0%	100%