

# VIRGINIA CAMPAIGN STRATEGY POLL: GOVERNOR, MASKS, SHUTDOWNS, ISSUES

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Do Virginians support mask mandates and temporary shutdowns? Do they support Governor Northam? What issues matter to them most? Read on to find out.

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## (A) Executive Summary

Recent polling indicates that a strong majority of Virginia voters support the use of mask mandates and temporary shutdowns to slow the spread of COVID-19. However, their support for Governor Ralph Northam is only barely above the 50% mark.

As anticipated, these issues tightly correlate with party affiliation. Republicans overwhelmingly disapprove of mask mandates, temporary shutdowns, and Governor Northam, while the opposite is true among Democrats. Independents are right in the middle.

Democratic voters' top four issues are healthcare, the economy, social justice, and gun control. For Republicans, the top issues are the economy, taxes, and immigration. Independents' priorities are much more varied, spanning from conservative topics like protecting the Second Amendment, to more liberal topics such as social justice.

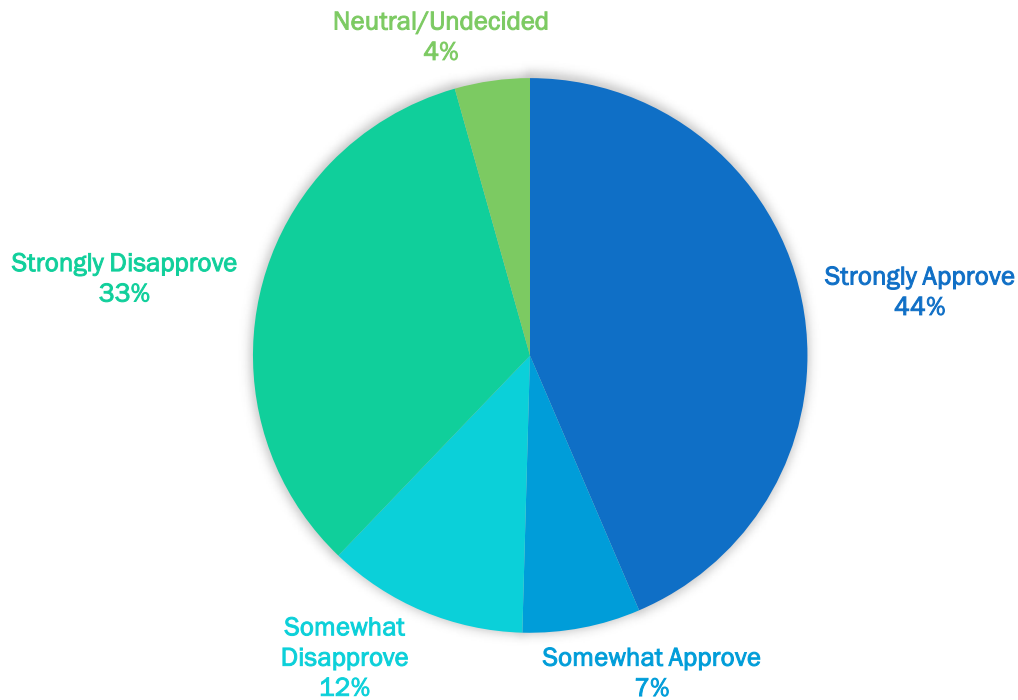
**Read on for more detailed results.**



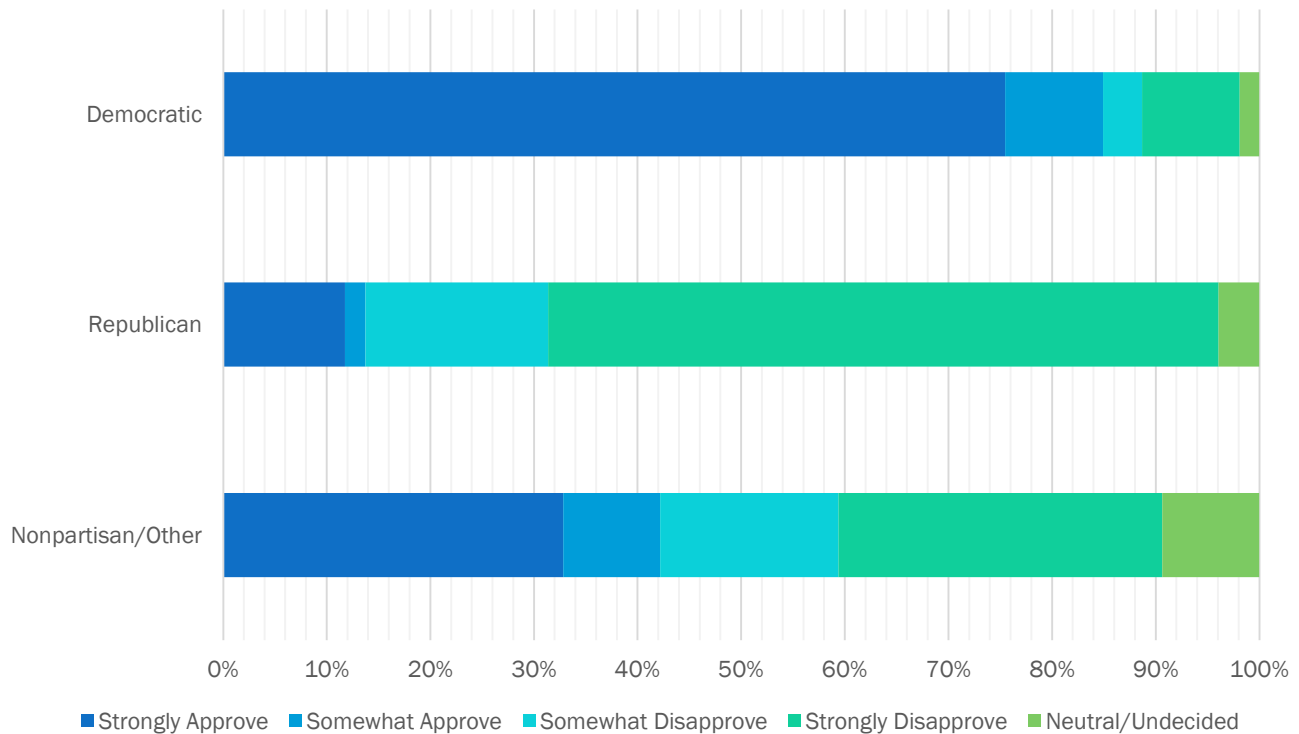


# (B) Governor Ralph Northam Approval Rating

## OVERALL

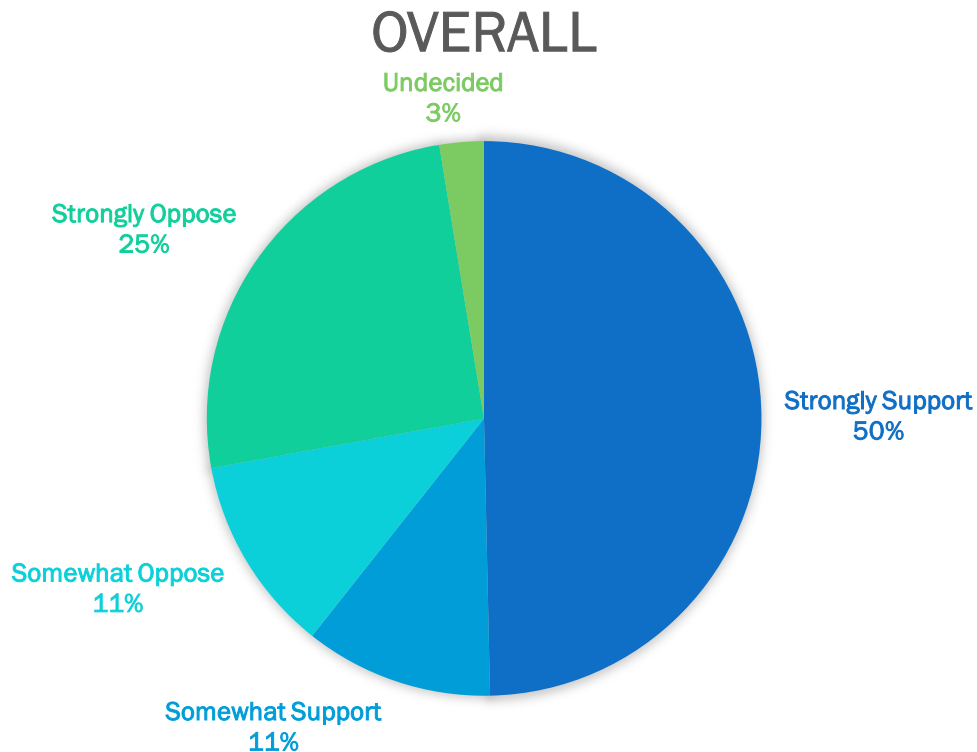


## PARTY BREAKDOWN

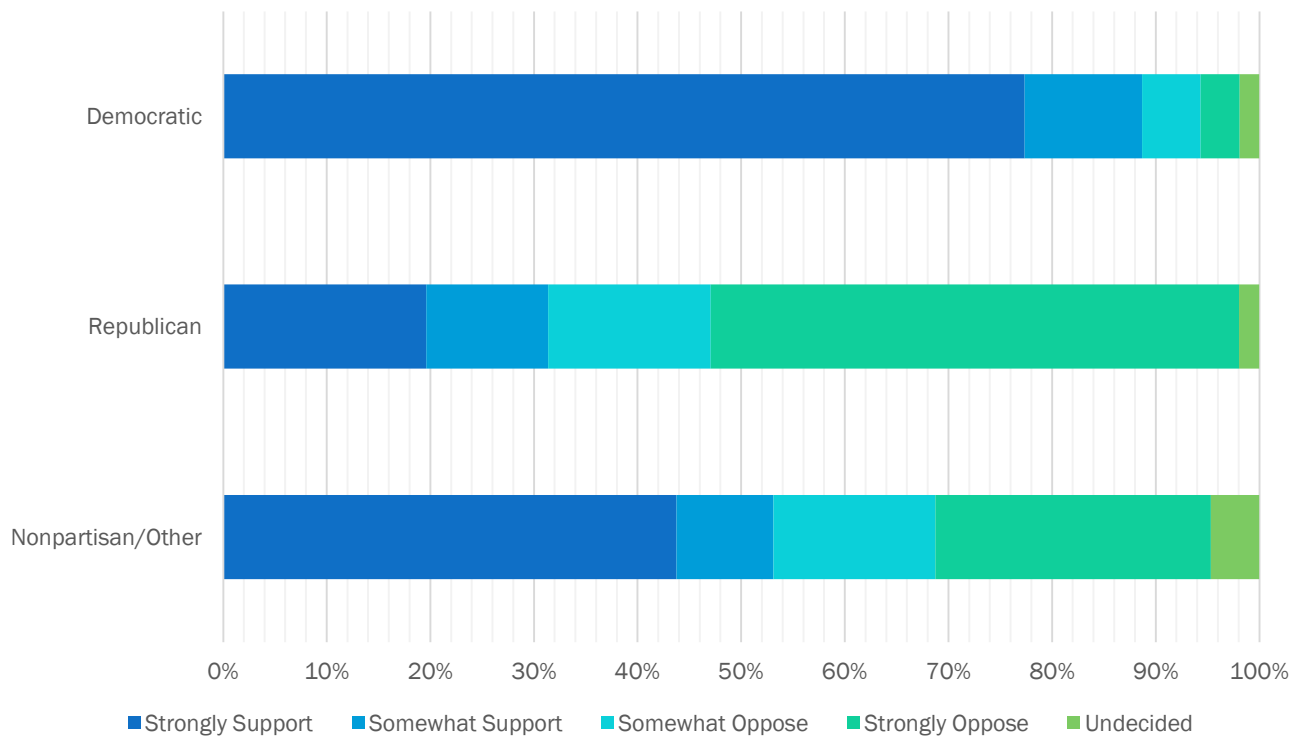




## (C) Support for Mask Mandates and Shutdowns



### PARTY BREAKDOWN





## (D) Top Issues to Virginia Democrats

Issue	First Priority	Second Priority	Average
Healthcare	32%	30%	31%
The Economy	20%	22%	21%
Social Justice	20%	16%	18%
Gun Control	14%	16%	15%
Climate Change	10%	10%	10%
Access to Abortion	4%	6%	5%

## (E) Top Issues to Virginia Republicans

Issue	First Priority	Second Priority	Average
The Economy	33%	16%	24.5%
Lowering Taxes	13%	27%	20%
Illegal Immigration	11%	14%	12.5%
Pro-Life Movement	17%	7%	12%
Second Amendment	7%	16%	11.5%
Fiscal Responsibility	9%	11%	10%
Healthcare	9%	9%	9%
Something Else	2%	0%	1%



## (F) Top Issues to Virginia Independents

Issue	First Priority	Second Priority	Average
The Economy	16%	15%	15.5%
Second Amendment	22%	7%	14.5%
Lowering Taxes	7%	18%	12.5%
Gun Control	15%	7%	11.0%
Pro-Life Movement	8%	13%	10.5%
Access to Abortion	8%	12%	10.0%
Healthcare	7%	11%	9.0%
Social Justice	8%	7%	7.5%
Immigration	5%	5%	5.0%
Something Else	4%	5%	4.5%

Read on to learn which issues candidates should focus on to maximize effectiveness.



## (G) Strategic Issues to Focus On

This section presents which issues candidates in Virginia should focus on, depending on their party and the type of election. In addition to the aforementioned polling data, these rankings factor in considerations such as divisiveness, ease of understanding, and fundraising potential.

### Democratic Primary

- Social Justice
- Healthcare
- The Economy

### Republican Primary

- The Economy
- Illegal Immigration
- Lowering Taxes

### General Election (Democratic Candidate)

- The Economy
- Healthcare

### General Election (Republican/Independent Candidate)

- The Economy
- Lowering Taxes



## (H) Next Steps

If you are a candidate for public office in Virginia, call [\(929\) 388-6585](tel:(929)388-6585) or email [info@victory-insights.com](mailto:info@victory-insights.com) to speak with a Victory Insights analyst regarding how to apply these poll results to your messaging and strategy.

If you are interested in receiving similar Virginia-specific detailed poll reports each month, in addition to access to pro-bono political consulting and monthly campaign strategy webinars, visit [bit.ly/VirginiaStrategy](http://bit.ly/VirginiaStrategy) to sign up.

Feel free to reach out to us at any time, and we wish you the best of luck with your race.



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