VIRGINIA SiX

A SURVEY OF REGISTERED VOTERS

December 2019

LINCOLN PARK STRATEGIES

METHODOLOGY AND DEFINITIONS

Methodology

- 800 total interviews among registered voters were conducted from January 8 – 13, 2020
- Interviews were conducted online, and over the phone (both landline and cell phones)
- Results were weighted to ensure proportional response.
- The margin of error for overall results is ±3.5% at the 95% confidence level. This number is higher for subgroups.

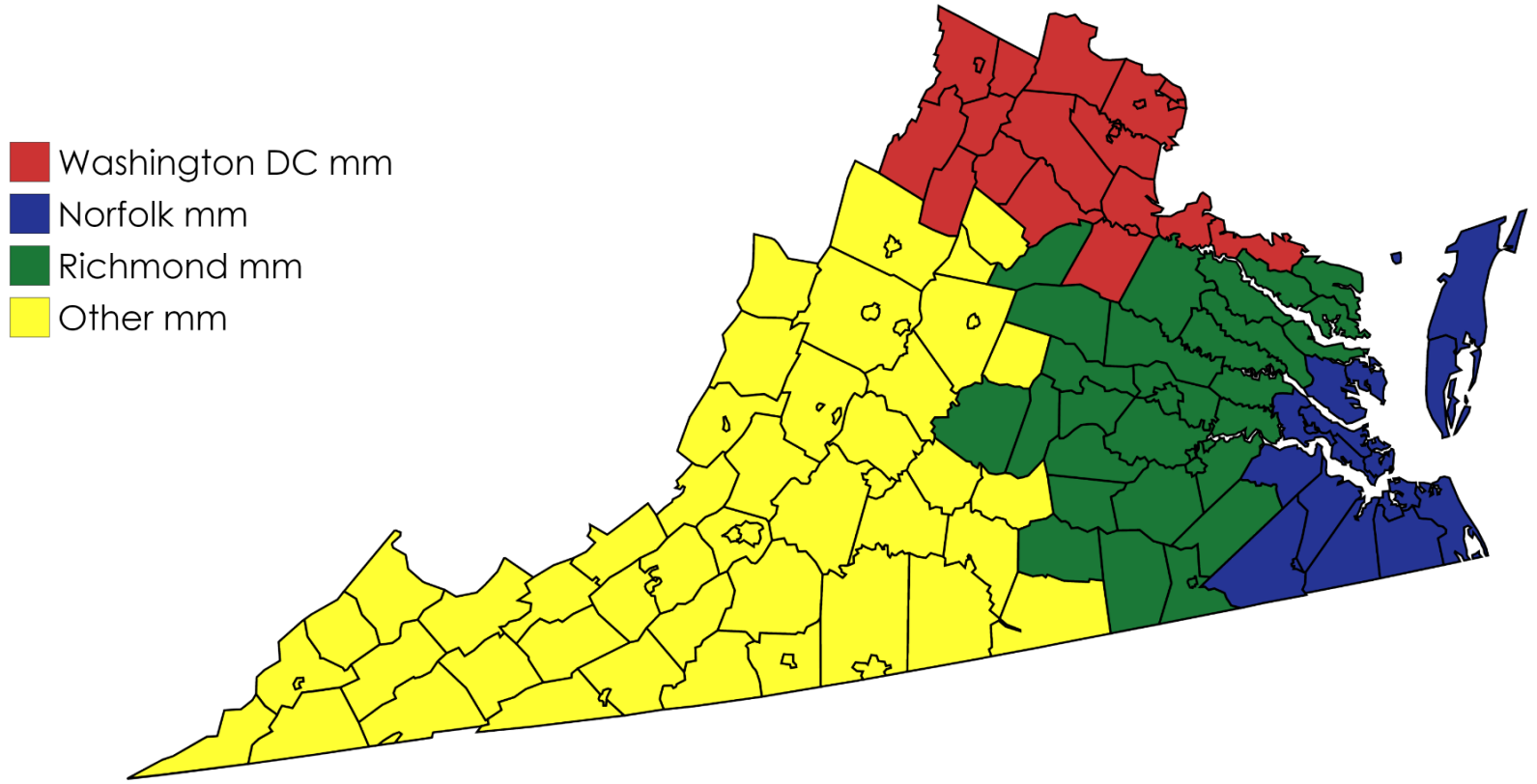
Definitions

- Areas discussed are shown on the map on the next slide
- Blue and red shading of demographic group results throughout this survey denotes a statistical significance to those results. This indicates that the differences within the demographic groups are not likely to occur randomly or by chance, but instead are likely to be attributable to a specific cause (i.e. the demographic itself). Blue indicates a positive significance, while red indicates a negative significance.

	Yes	No
TOTAL	**65%**	**35%**
Men	75%	25%
Women	55%	45%

LINCOLN PARK STRATEGIES

AREA MAP



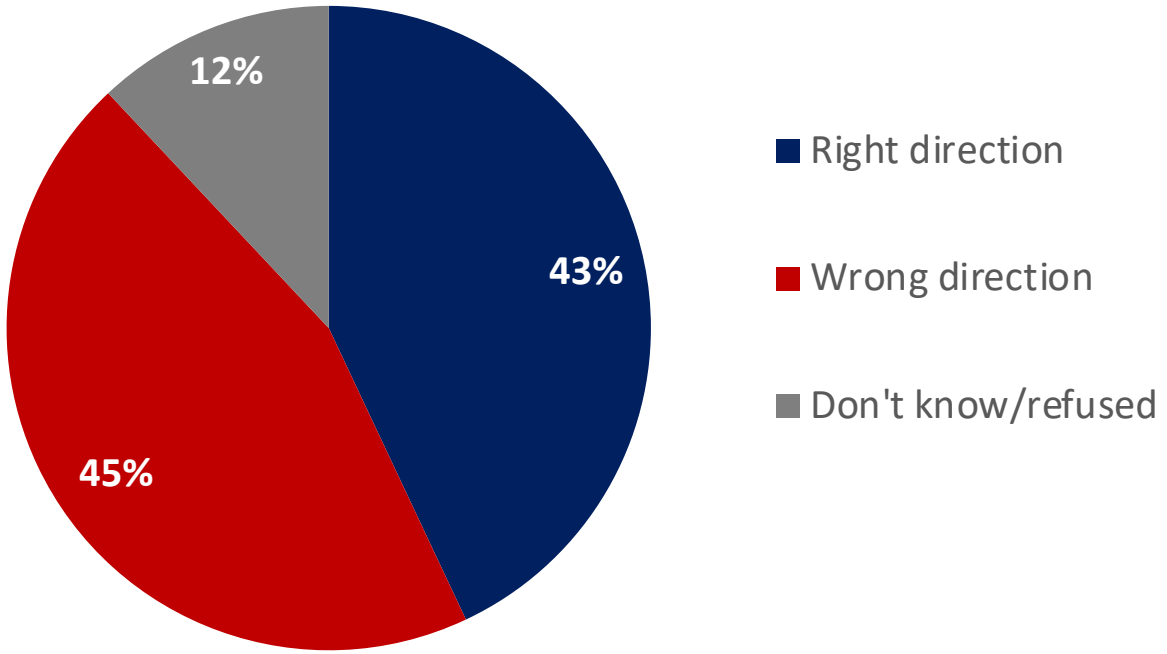
LINCOLN PARK STRATEGIES

GENERAL LANDSCAPE

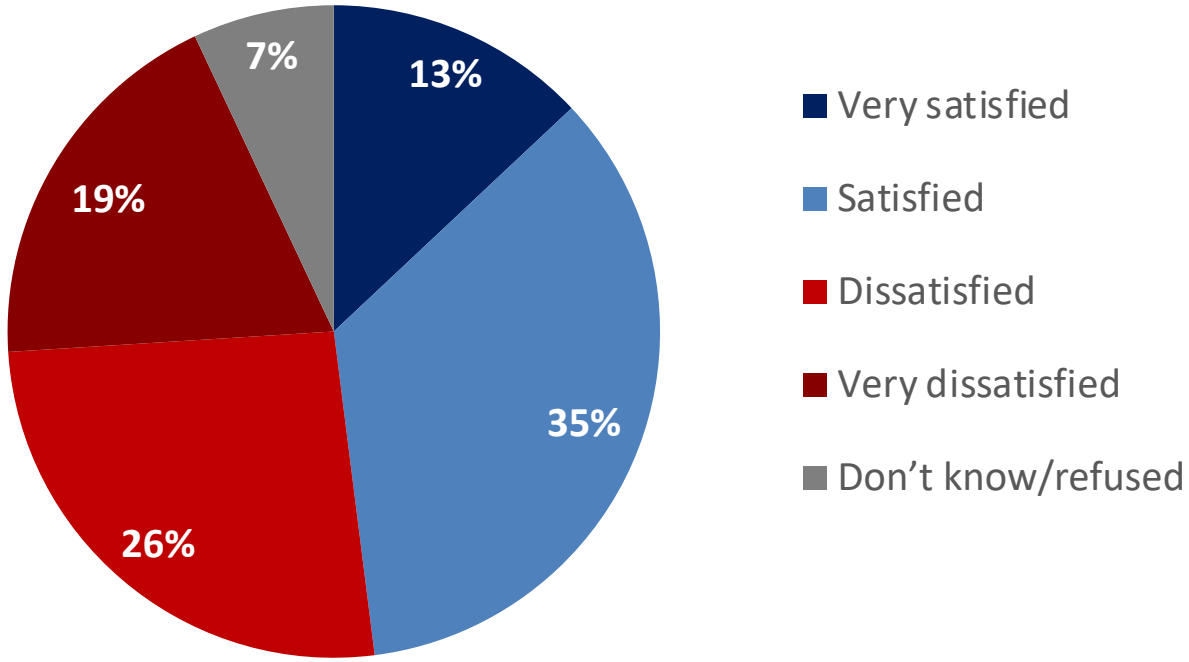
LINCOLN PARK STRATEGIES

DIRECTION OF VIRGINIA AND AREA

Virginia



Area



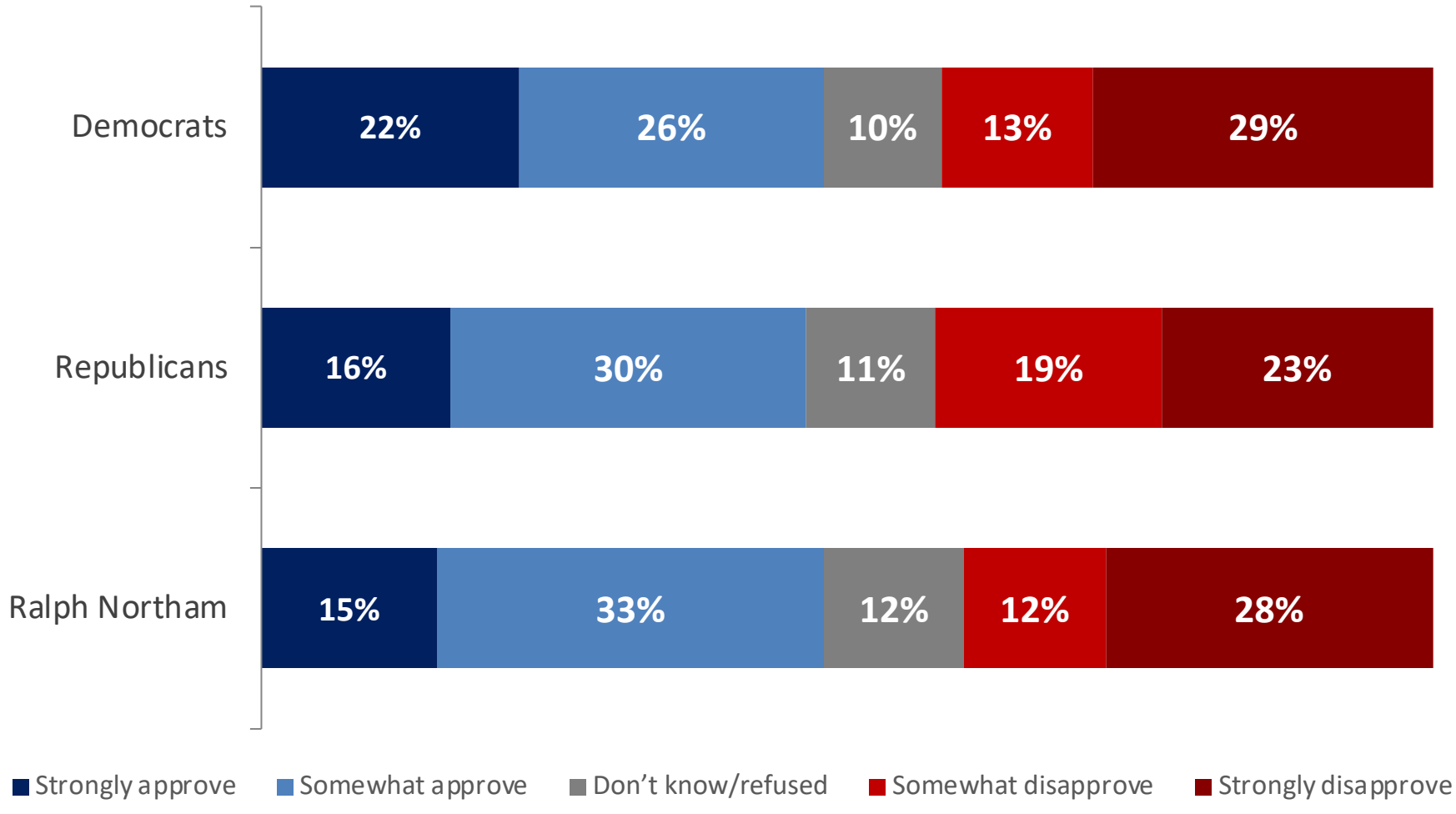
LINCOLN PARK STRATEGIES

Q1. Starting out, do you think that things in the Virginia are going in the right direction or do you feel things have gotten off on the wrong track?

Q2. And thinking about the direction your area of the state is headed, generally speaking, are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the direction in which things are headed?

JOB APPROVAL

- Voters are split on how their elected officials are doing in Richmond. However, each party receives a net positive approval as does Governor Ralph Northam.
- Voters 55 and older are more likely to disapprove of the job Northam is doing as Governor while voters under 55 are most likely to not have an opinion.
- African American voters are much more likely to approve of Northam's job than white voters as he has a net +49 approval rating among African Americans but is at -1 among white voters.
- Similarly, white voters disapprove of the job Democrats are doing (-10) and approve of Republicans' job (+16) while African American voters approve of Democrats (+66) and disapprove of Republicans (-34).

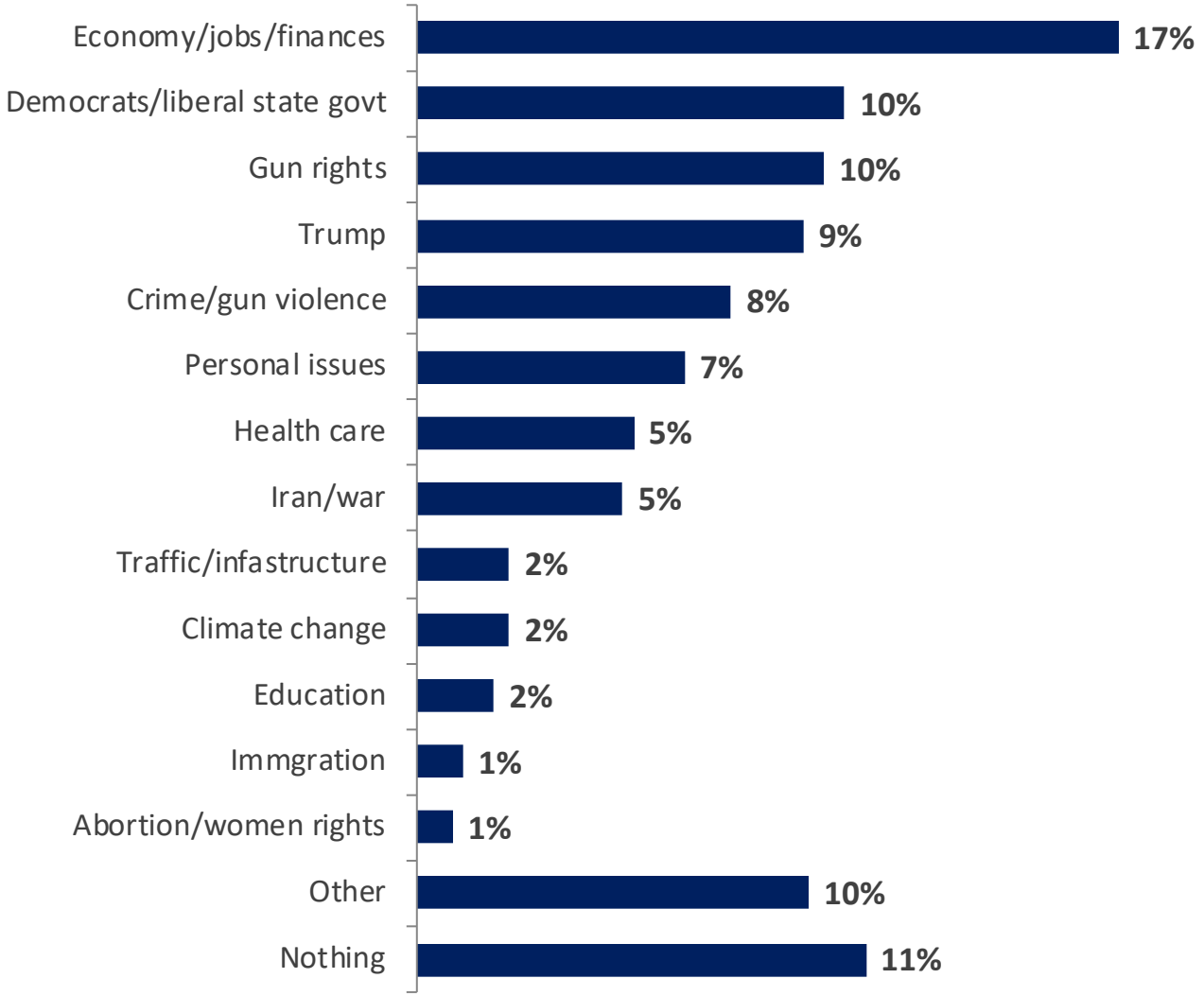


LINCOLN PARK STRATEGIES

Q36. Switching gears a bit, overall, would you say you approve or disapprove of the job Ralph Northam has done as Governor of Virginia? [IF CHOICE] And would you say you strongly or somewhat approve/disapprove?

Q37-38. Overall, would you say you approve or disapprove of the job [READ AND ROTATE] have done in the Virginia state legislature? [IF CHOICE] And would you say you strongly or somewhat approve/disapprove?

CONCERN OPEN END

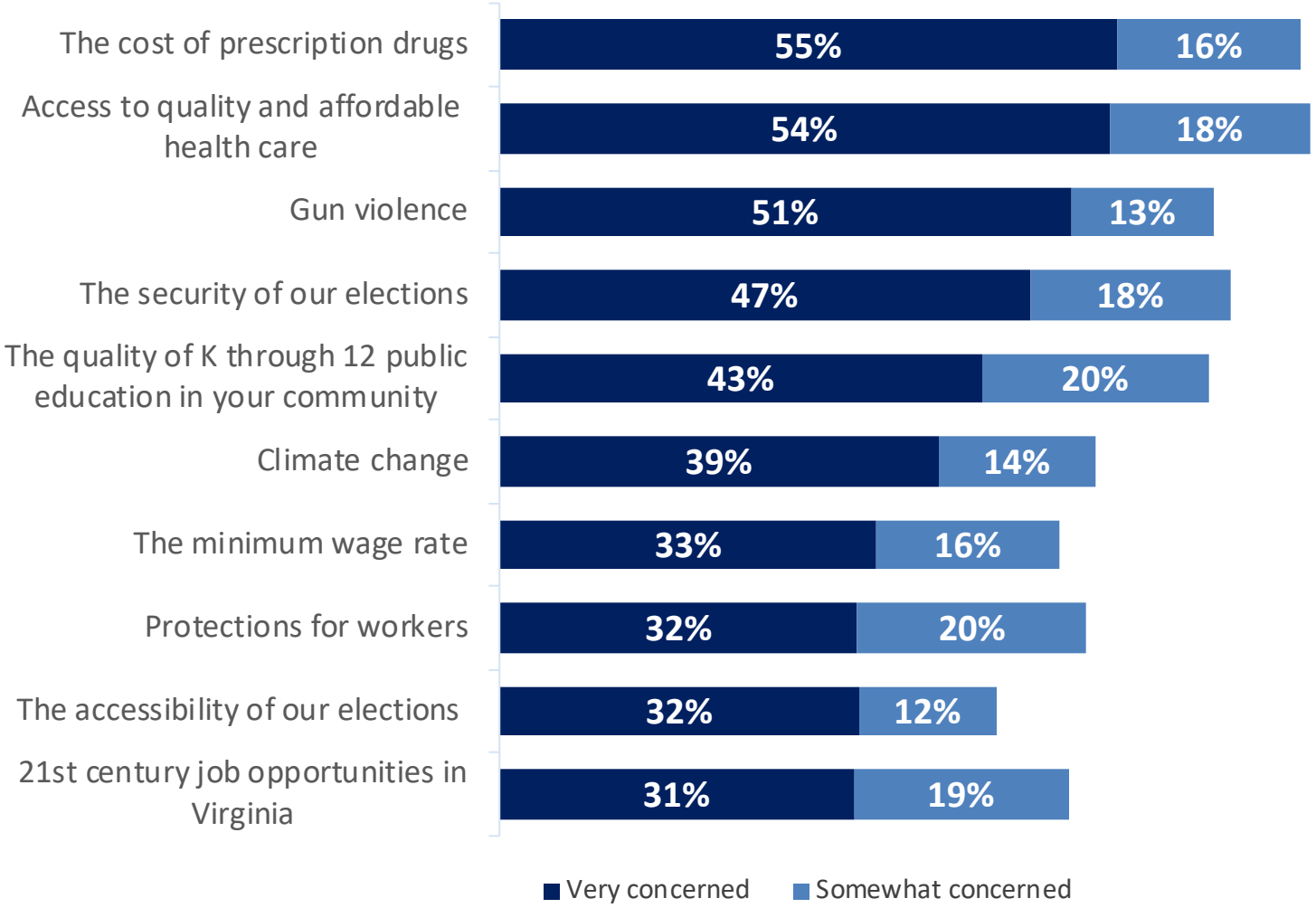


LINCOLN PARK STRATEGIES

Q3. And in general, what is the biggest concern keeping you up at night?

ISSUES FACING VIRGINIA

- The cost of prescription drugs and access to quality and affordable health care are the top concerns Virginia voters have.
- Gun violence, the quality of public education, and the security of our elections round out the middle tier.
- Voters are not as very concerned about protections for workers, job opportunities, the minimum wage rate, climate change, and the accessibility of our elections.



Ranked on a 0 to 10 scale.

Q4-13. Now I'm going to read you a list of issues facing Virginia. Please rate each one on a scale of 0 to 10 how concerned you are about each issue. Use a 10 if it is something you are extremely concerned about or a 0 if it is something you are not concerned about at all. You can use any number between 0 and 10.

- Older voters are more likely to be concerned about the cost of prescription drugs than those under the age of 55.
- The quality of education is the biggest concern that voters in the Richmond media market have while those in the DC media market are least concerned about it.
- Black voters are most concerned about gun violence in addition to health care, followed by the minimum wage rate and worker protections. They are also more concerned about jobs than other cohorts.
- White voters are least likely to be very concerned about gun violence, jobs, and the minimum wage rate.

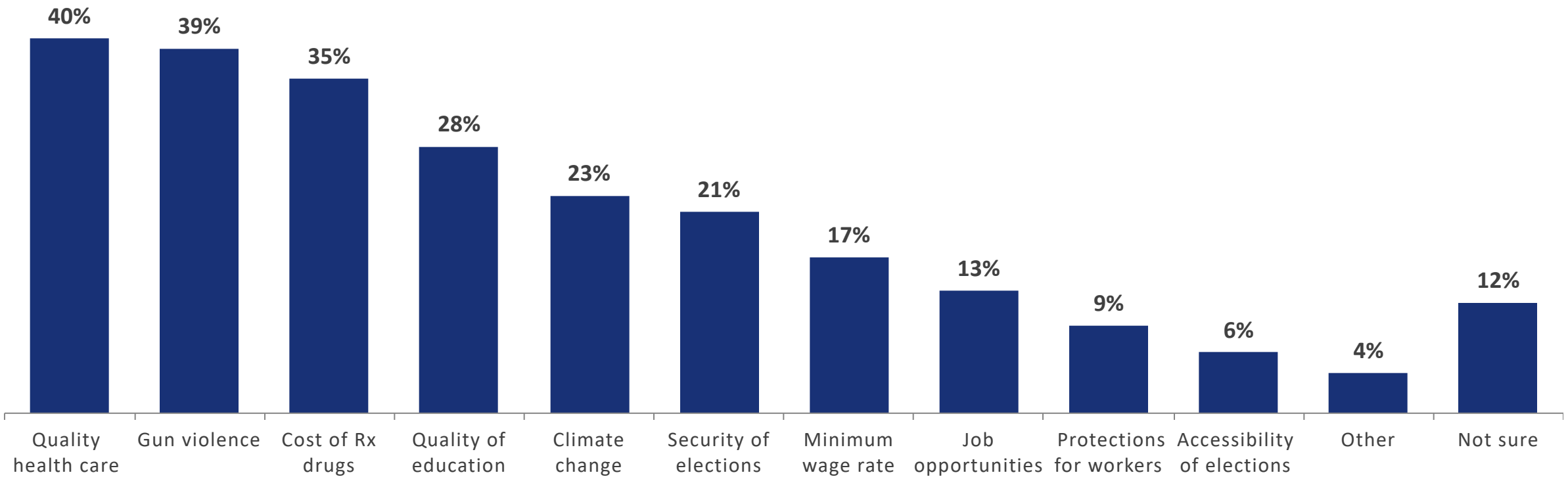
BREAKOUT: ISSUES FACING VIRGINIA

	Rx drugs	Health care	Gun violence	Education	Election security	Worker protections	Jobs	Minimum wage	Climate change	Election access-ibility
TOTAL	71%	72%	63%	63%	65%	52%	50%	49%	53%	44%
Men	67%	69%	58%	62%	65%	52%	51%	48%	50%	46%
Women	75%	74%	68%	63%	65%	52%	50%	51%	56%	42%
DC mm	69%	67%	64%	53%	66%	49%	43%	45%	54%	43%
Norfolk mm	73%	71%	67%	68%	61%	55%	51%	49%	53%	40%
Richmond	69%	76%	61%	76%	69%	58%	52%	52%	52%	48%
Other mm	75%	77%	60%	62%	61%	49%	60%	55%	51%	45%
Under 55	67%	71%	61%	64%	60%	55%	54%	55%	53%	43%
55+	77%	73%	66%	61%	71%	47%	46%	42%	53%	46%
White	70%	71%	59%	64%	63%	48%	48%	46%	50%	41%
Black	77%	84%	82%	68%	68%	71%	67%	71%	62%	56%
Other	71%	70%	64%	52%	70%	49%	47%	46%	58%	44%

LINCOLN PARK STRATEGIES

Q4-13. Now I'm going to read you a list of issues facing Virginia. Please rate each one on a scale of 0 to 10 how concerned you are about each issue. Use a 10 if it is something you are extremely concerned about or a 0 if it is something you are not concerned about at all. You can use any number between 0 and 10.
% Total concerned (6-10)

ISSUES FACING VIRGINIA: TOP PRIORITY



LINCOLN PARK STRATEGIES

Q14. And of the issues you are most concerned about, which two or three would you like to see the Virginia state legislature focus on first? [ONLY SHOW POLICIES FROM QX-X RATED 7-10]

AMAZON TAX INCENTIVE

- A majority of Virginia voters support tax incentive deals to bring jobs to the state like the one given to Amazon. Even voters who live outside of the DC media market and further from the new Amazon headquarters are more likely to support than oppose it.
- College voters are more likely to oppose the deal while non-college are most likely to not be sure.

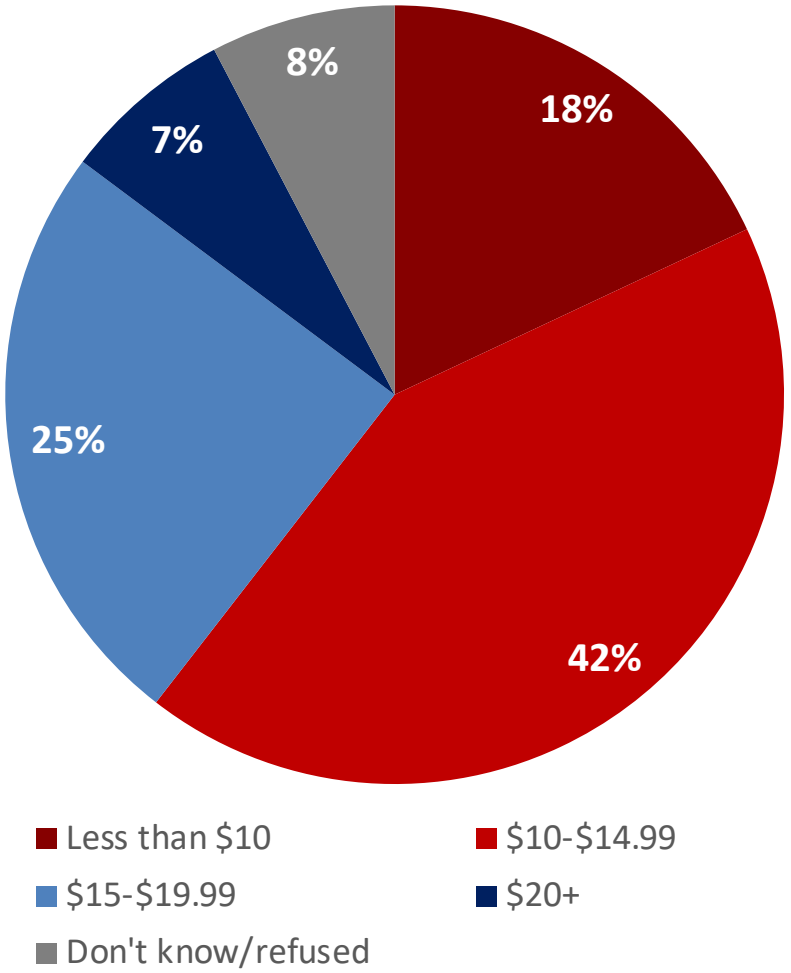
	Total support	Total oppose	Not sure
TOTAL	58%	27%	15%
Men	60%	28%	12%
Women	57%	26%	17%
DC mm	64%	28%	9%
Norfolk mm	60%	20%	21%
Richmond mm	57%	26%	17%
Other mm	50%	34%	17%
Under 55	56%	27%	17%
55+	61%	27%	12%
White	61%	26%	13%
Black	56%	26%	19%
Other	53%	31%	16%
Non-college	60%	21%	19%
College	58%	31%	11%

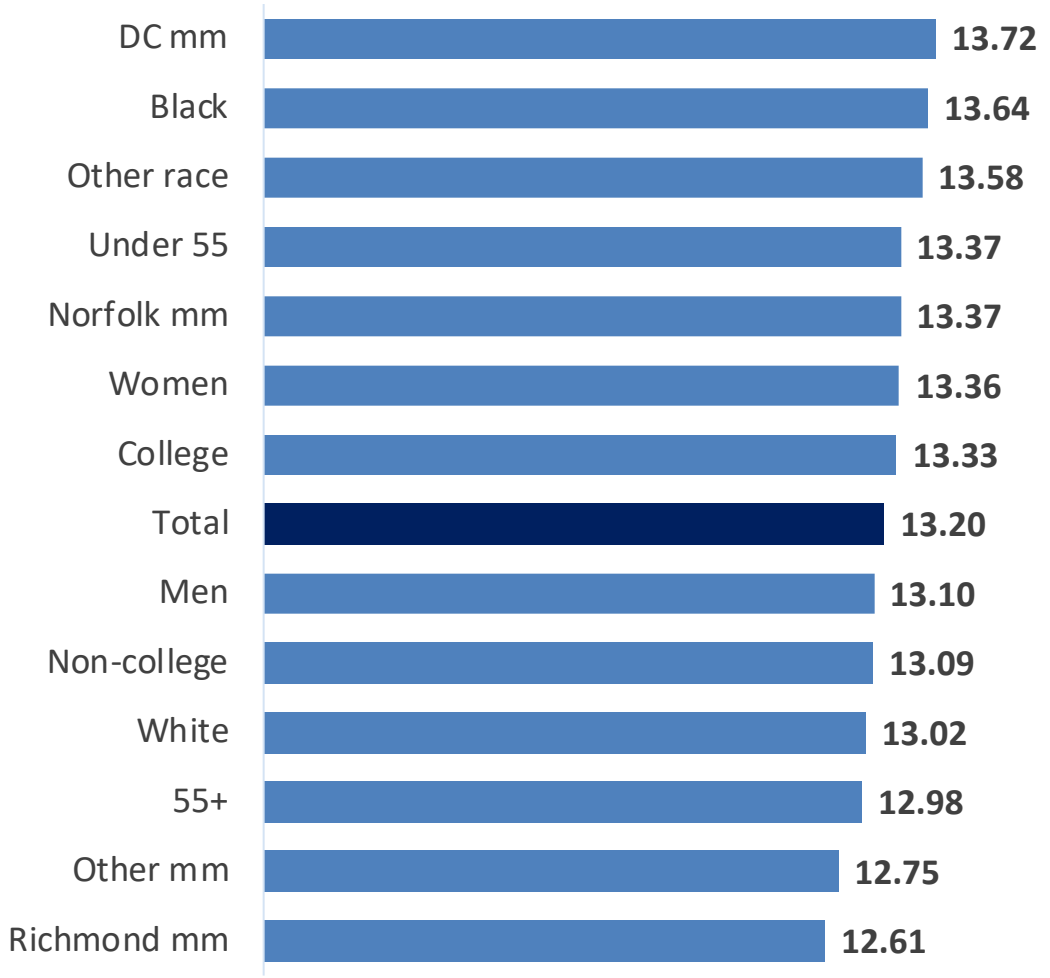
LINCOLN PARK STRATEGIES

Q30. And would you say you support or oppose the tax incentive deal that was given to Amazon for moving their new headquarters to Northern Virginia? And would you say you strongly or somewhat support/oppose?

MINIMUM WAGE

- A plurality of Virginia voters think the state minimum wage should be between $10 and $15 with $13.20 the average for the state.
- Voters in the DC area and voters of color are most likely to support a higher minimum wage while the suggest rate is lowest among voters in the Richmond and other media markets.





LINCOLN PARK STRATEGIES

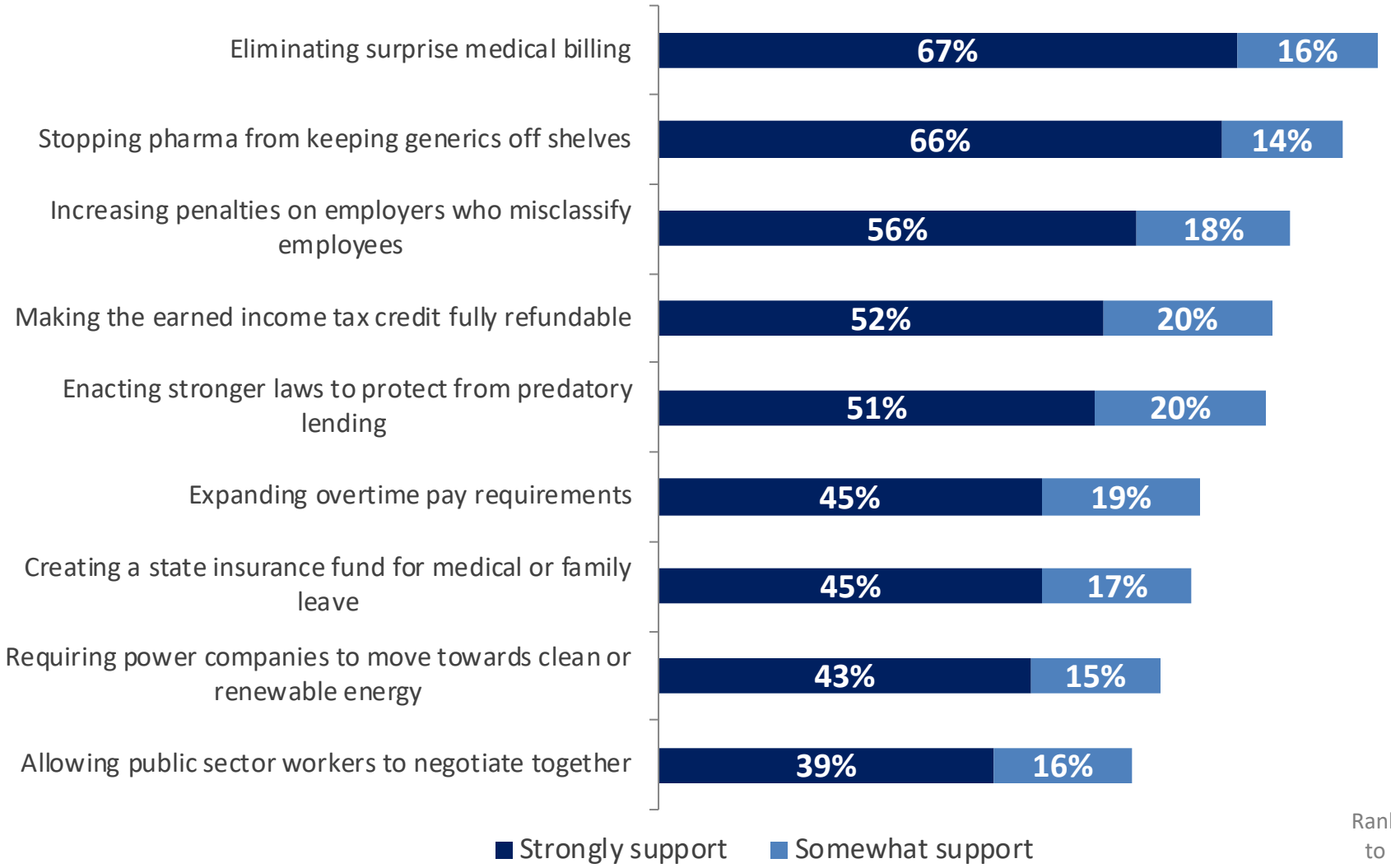
Q29. Switching gears a bit, as you may know the current minimum wage in Virginia is $7.25 per hour. The state legislature is considering gradually increasing the rate over the next few years. In general, what do you think the minimum wage should be for adults in Virginia?

POLICY IDEAS

LINCOLN PARK STRATEGIES

VIRGINIA STATE LEGISLATURE POLICES

- Given Virginia voters' concern around the cost of prescription drugs and access to quality and affordable health care, it is not surprising that eliminating surprise medical billing and stopping pharmaceutical companies from keeping generics off the shelves are the most popular policy proposals. Indeed, two-thirds of voters strongly support each policy.
- A majority of voters also strongly support increasing penalties on employers who misclassify employees, making the earned income tax credit fully refundable, and enacting stronger laws to protect from predatory lending.



Ranked on a 0 to 10 scale.

Q15-23. Now I am now going to read a few policy ideas that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.

LINCOLN PARK STRATEGIES

BREAKOUT: POLICES

- Eliminating surprise medical billing and stopping pharmaceutical companies from keeping generics off the shelves are most popular with older voters while they are not as strongly supported by younger voters.
- The top tier policies receive the support from a majority of Virginia voters across the state.

	Surprise medical billing	Stopping pharma from keeping generics off shelves	Penalties for misclassifying employees	Making earned income tax credit refundable	Stronger laws to protect against predatory lending
TOTAL	84%	80%	74%	72%	71%
Men	83%	78%	74%	71%	69%
Women	85%	81%	73%	72%	72%
DC mm	87%	82%	79%	76%	73%
Norfolk mm	77%	75%	67%	62%	70%
Richmond mm	82%	78%	72%	68%	66%
Other mm	86%	81%	74%	75%	72%
Under 55	79%	76%	71%	74%	67%
55+	91%	85%	77%	68%	76%
White	85%	82%	75%	70%	70%
Black	82%	72%	72%	78%	72%
Other	81%	77%	71%	70%	75%

Q15-23. Now I am now going to read a few policy ideas that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.
% Total support (6-10)

LINCOLN PARK STRATEGIES

BREAKOUT: POLICES

- Policy focused on workers' rights and climate change also receive the support from a majority of Virginia voters, with their strongest support coming from African American voters.

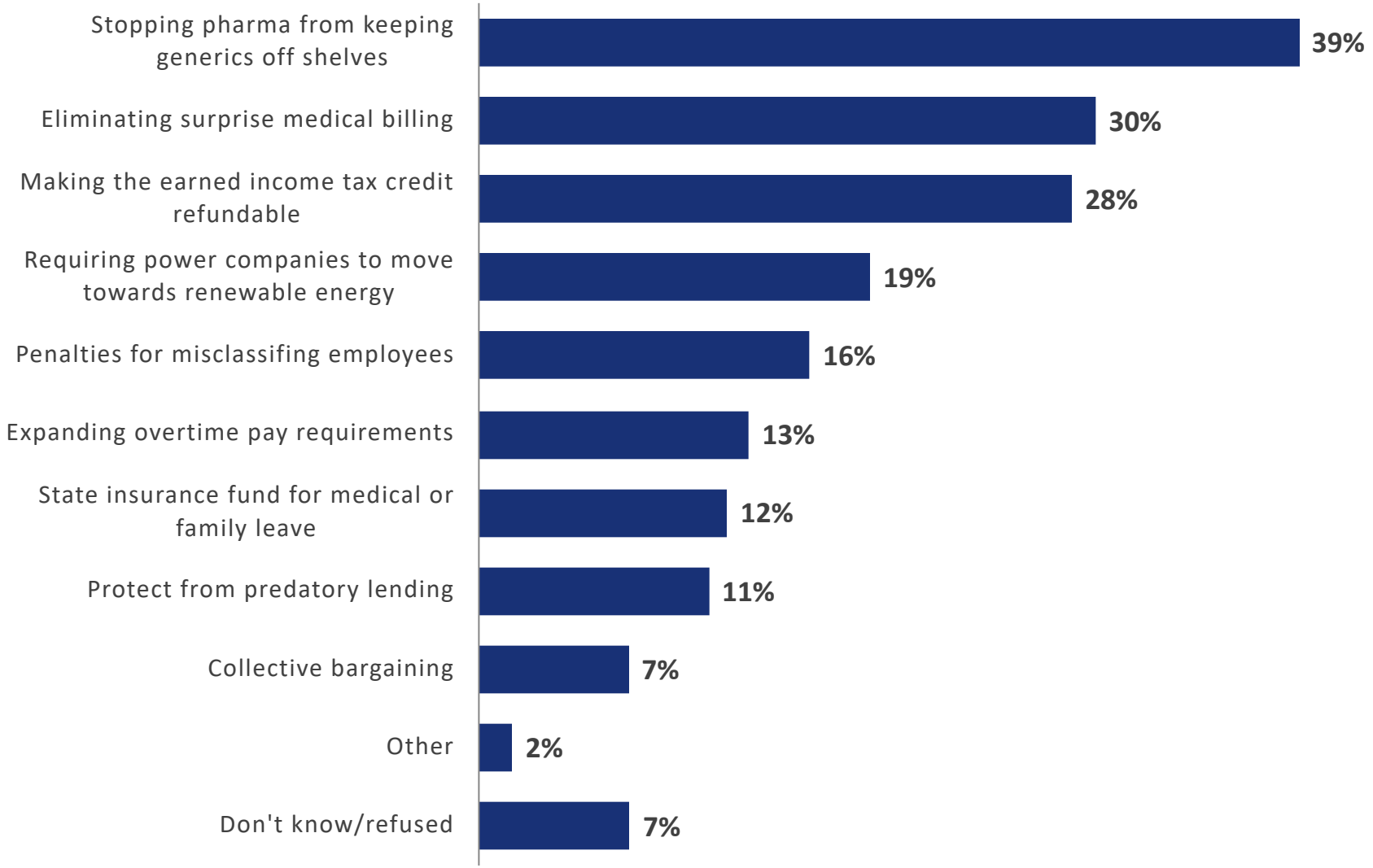
	Expanding overtime pay requirements	State insurance fund for medical or family leave	Requiring power companies to move towards clean energy	Allowing public sector workers to negotiate together
TOTAL	63%	62%	58%	55%
Men	63%	63%	57%	55%
Women	63%	62%	60%	56%
DC mm	64%	62%	61%	57%
Norfolk mm	62%	61%	54%	49%
Richmond mm	60%	63%	58%	57%
Other mm	65%	63%	59%	57%
Under 55	64%	65%	60%	56%
55+	62%	58%	56%	54%
White	60%	57%	57%	52%
Black	80%	79%	66%	71%
Other	61%	69%	60%	54%

LINCOLN PARK STRATEGIES

Q15-23. Now I am now going to read a few policy ideas that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.
% Total support (6-10)

TOP POLICY FOCUS

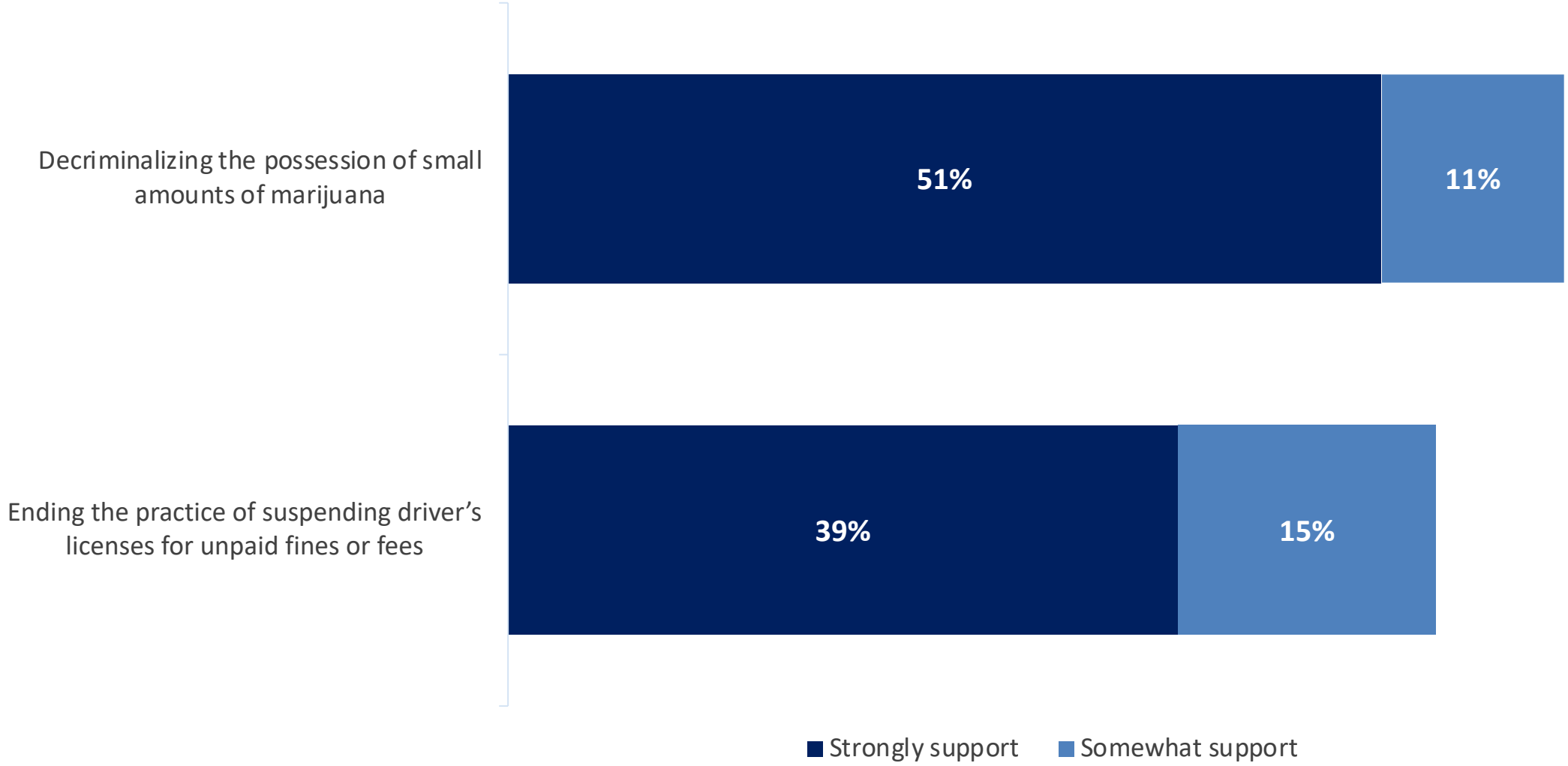
- When they have to pick their top choices, Virginia voters want the state legislature to focus on stopping pharmaceutical companies from keeping generics off the shelves, followed by eliminating surprise medical billing, and making the earned income tax credit refundable.
- Allowing state public workers to negotiate together is at the bottom of voters' list.



LINCOLN PARK STRATEGIES

Q24. And of the policies you supported, which two would you like to see the Virginia state legislature focus on first?

CRIMINAL JUSTICE REFORM POLICES



LINCOLN PARK STRATEGIES

Q25-28. Now I am now going to read a few policies around criminal justice reform that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.

BREAKOUT: CRIMINAL JUSTICE REFORM POLICES

- When it comes to criminal justice reform, a majority of voters strongly support decriminalizing marijuana possession and ending the practice of suspending driver's licenses for unpaid fines or fees. Both of these policies receive support across demographic groups.

	Decriminalizing the possession of small amounts of marijuana	Ending the practice of suspending driver's licenses for unpaid fines or fees
TOTAL	62%	54%
Men	62%	53%
Women	62%	56%
DC mm	62%	50%
Norfolk mm	60%	54%
Richmond mm	66%	57%
Other mm	60%	59%
Under 55	65%	56%
55+	58%	53%
White	62%	53%
Black	65%	62%
Other	62%	51%

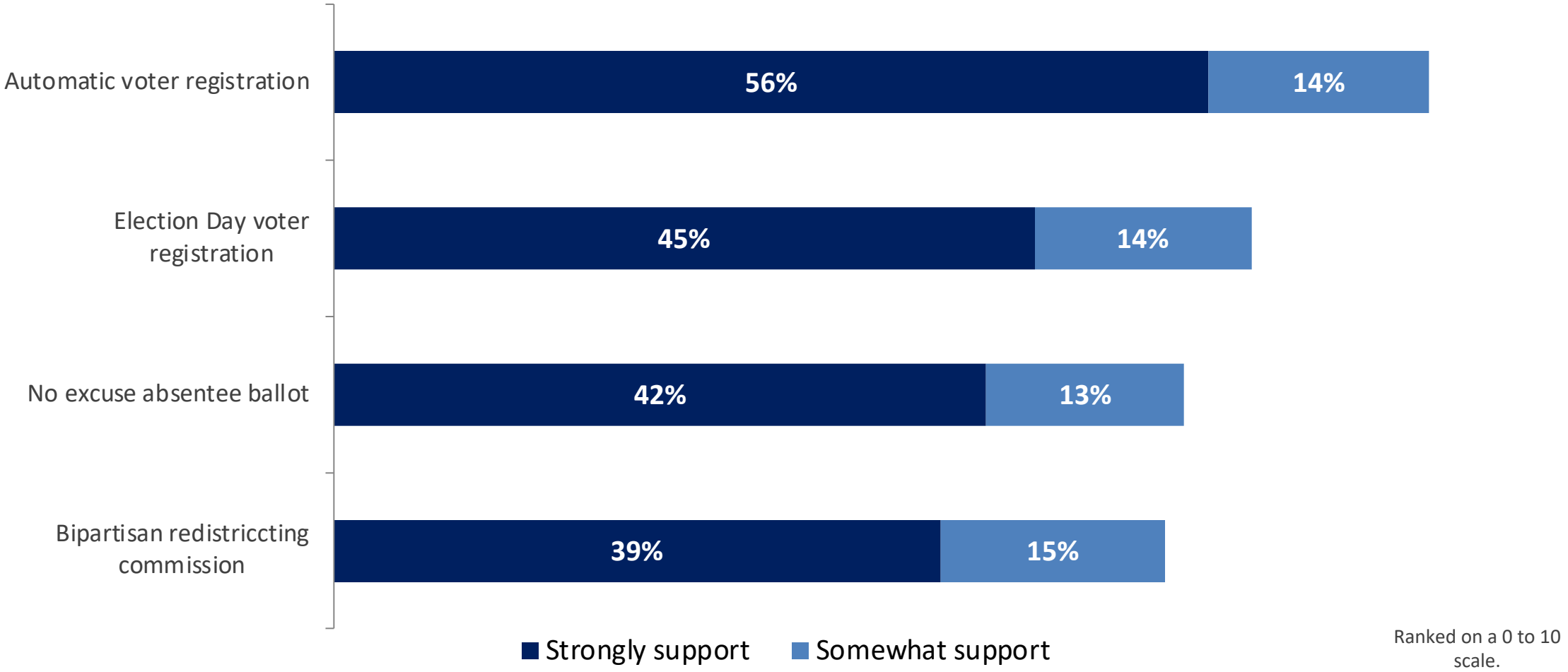
LINCOLN PARK STRATEGIES

Q25-28. Now I am now going to read a few policies around criminal justice reform that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.
% Total support (6-10)

DEMOCRACY ISSUES

LINCOLN PARK STRATEGIES

ELECTION ACCESSIBILITY POLICIES



Ranked on a 0 to 10 scale.

LINCOLN PARK STRATEGIES

Q31-35. Now I am now going to read a few policies to the accessibility of our elections that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.

ELECTION ACCESSIBILITY POLICY

- A majority of Virginia voters strongly support automatic voter registration with over three in five voters in the DC area strongly supporting it. And over two in five voters strongly support Election Day voter registration and no excuse absentee ballots.
- While African American voters are more likely to support same day voter registration than white voters, college voters are more likely to support no excuse absentee than non-college voters.
- One in five voters are not sure about the bipartisan redistricting commission, particularly women. Support is strongest among college voters

	Automatic voter registration	Bipartisan redistricting commission	Election Day voter registration	No excuse absentee ballot
TOTAL	70%	53%	59%	55%
Men	68%	59%	62%	55%
Women	73%	49%	57%	55%
DC mm	74%	56%	62%	61%
Norfolk mm	67%	52%	59%	49%
Richmond mm	64%	49%	55%	52%
Other mm	74%	54%	58%	51%
Under 55	70%	51%	62%	54%
55+	72%	57%	55%	55%
White	70%	55%	54%	54%
Black	73%	50%	74%	59%
Other	71%	50%	64%	52%
Non-college	67%	42%	58%	47%
College	73%	62%	60%	61%

LINCOLN PARK STRATEGIES

Q31-35. Now I am now going to read a few policies to the accessibility of our elections that are being considered in the Virginia state legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy, and a 0 means you do not support the policy at all. You may use any number between 0 and 10.
% Strongly support (8-10)

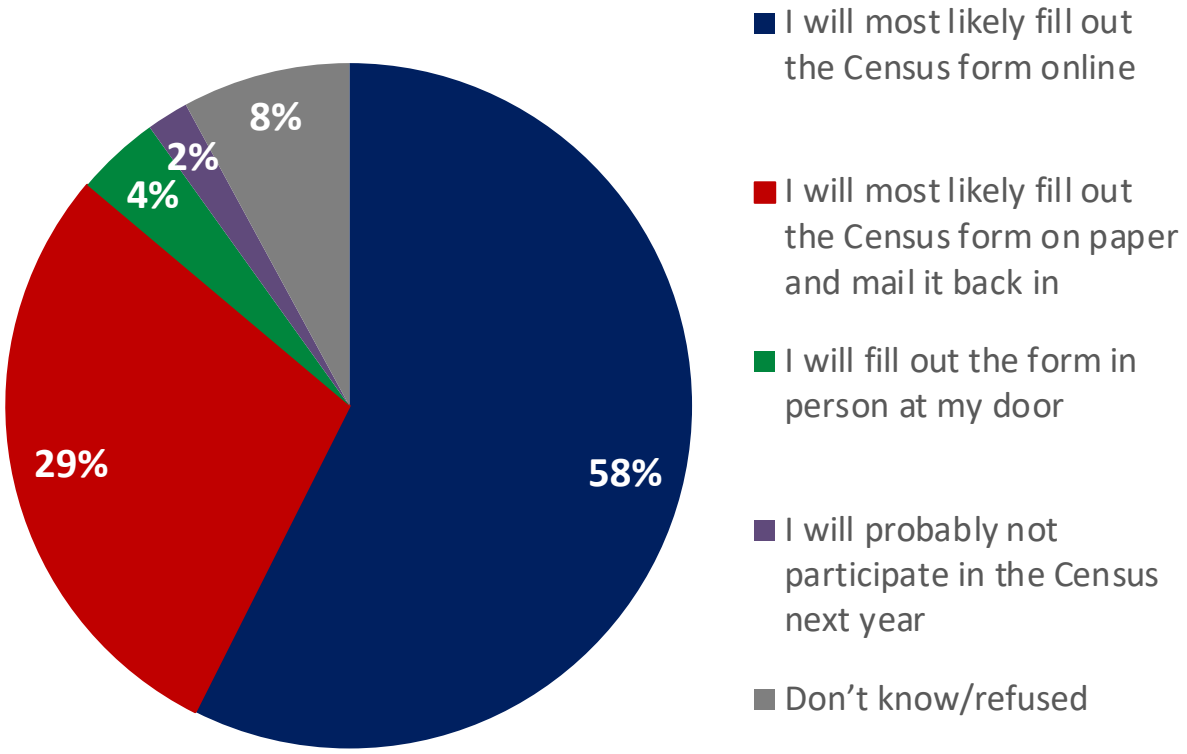
DEMOCRACY POLICIES SUPPORTED

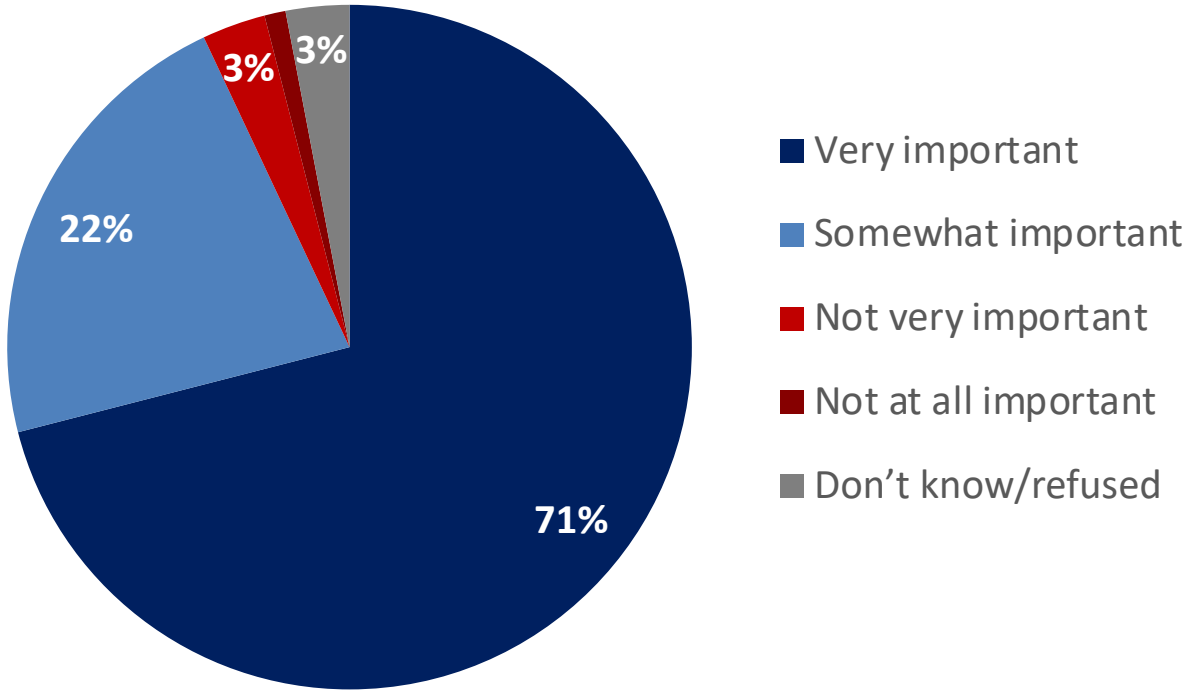
- College voters are more likely to support at least 4 election reform policies as non-college voters.
- African American voters are more likely to support democracy reform policies than white voters.

	Support 5	Support 4	Support 3	Support 2	Support 1	Support none
TOTAL	21%	15%	20%	18%	15%	12%
Men	23%	16%	20%	15%	15%	11%
Women	19%	15%	19%	21%	13%	13%
DC mm	20%	19%	24%	14%	11%	12%
Norfolk mm	18%	15%	16%	22%	18%	11%
Richmond mm	23%	12%	15%	20%	16%	14%
Other mm	22%	14%	19%	19%	16%	11%
Under 55	22%	13%	23%	15%	13%	13%
55+	19%	19%	15%	22%	16%	10%
White	20%	14%	18%	20%	16%	12%
Black	26%	22%	18%	13%	11%	10%
Other	18%	14%	28%	18%	10%	13%
Non-college	15%	14%	20%	22%	17%	12%
College	26%	17%	19%	15%	12%	11%

LINCOLN PARK STRATEGIES

CENSUS





LINCOLN PARK STRATEGIES

Q40. Finally, as you may know the Census will happen in 2020 across the United States. This year people will have the option of filling out their form online. While we still have a little ways to go before the Census begins which best describes you personally?

Q41. And how important would you say it is for people to respond to the U.S. Census in 2020?

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