



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN
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DATE: October 6, 2021

RE: EVERYTOWN VIRGINIA 2021 POLLING SUMMARY

Virginia 2021 Poll Findings

Schoen Cooperman Research conducted 600 interviews statewide with likely November 2021 voters in Virginia between August 19 to 29, 2021. We also completed additional interviews in the areas of Outer NOVA, Hampton Roads Suburbs, and the Richmond Suburbs to achieve 300 total interviews in each region.

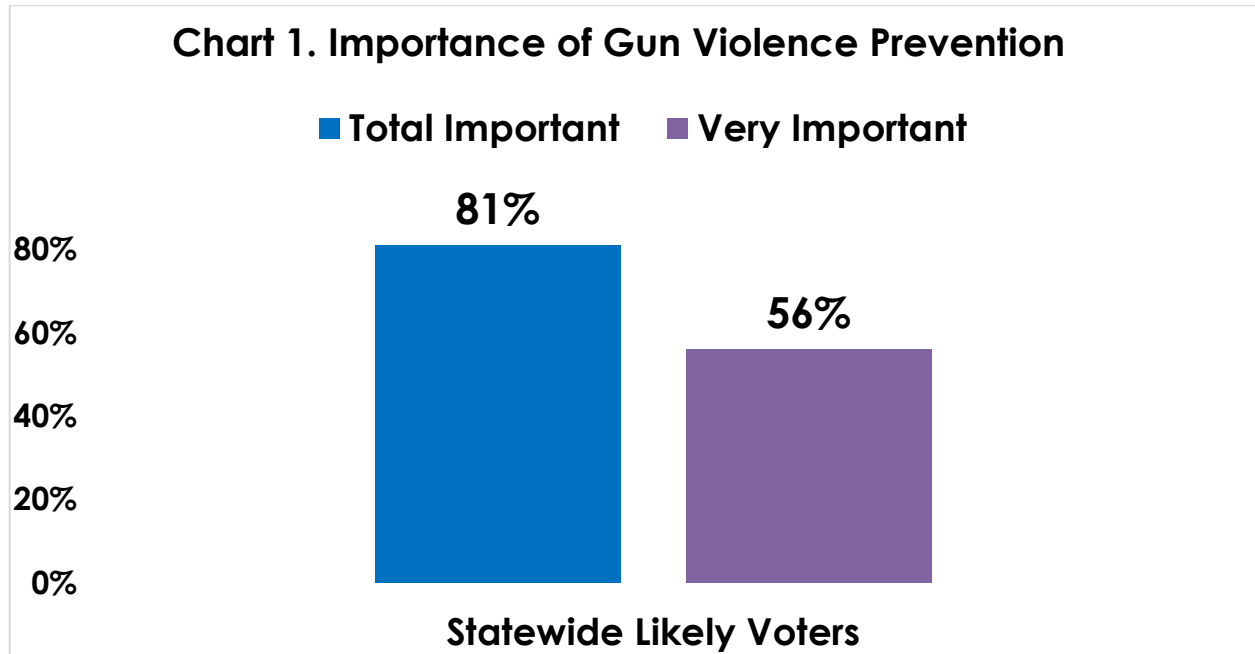
The poll assessed multiple issues that have been debated in advance of the November 2021 election, especially gun violence prevention. To summarize, our poll found that:

Table 1. Summary of Findings

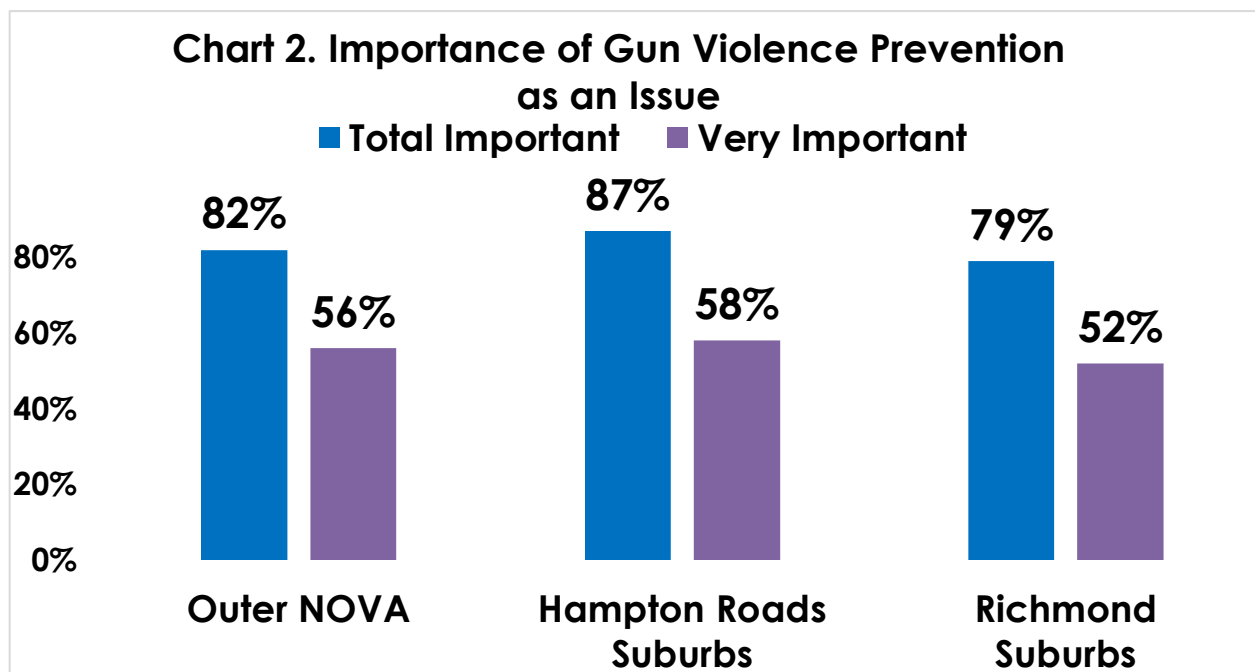
1)	➤ Gun violence prevention continues to be a top concern for voters both as an issue in general and in terms of candidates' positions
2)	➤ A substantial majority of voters (78%) believe Virginia's gun laws should be stricter or kept as they are now
3)	➤ The increase in violent crime has made voters more concerned about gun violence and more supportive of stronger gun laws.
4)	➤ There is broad support for specific, individual gun safety policies in Virginia and approximately one-half of voters have become more supportive of specific policies since before the pandemic.
5)	➤ After testing a series of statements on Virginia Republicans' positions, we found that their opposition to common sense gun safety laws, positions on healthcare, and ties to Trump are among the most convincing reasons to vote against them. <ul style="list-style-type: none"> ○ Information on Republican positions also make voters more likely to say that McAuliffe is better suited than Youngkin to address key public safety and gun issues.

Importance of Gun Safety to Voters

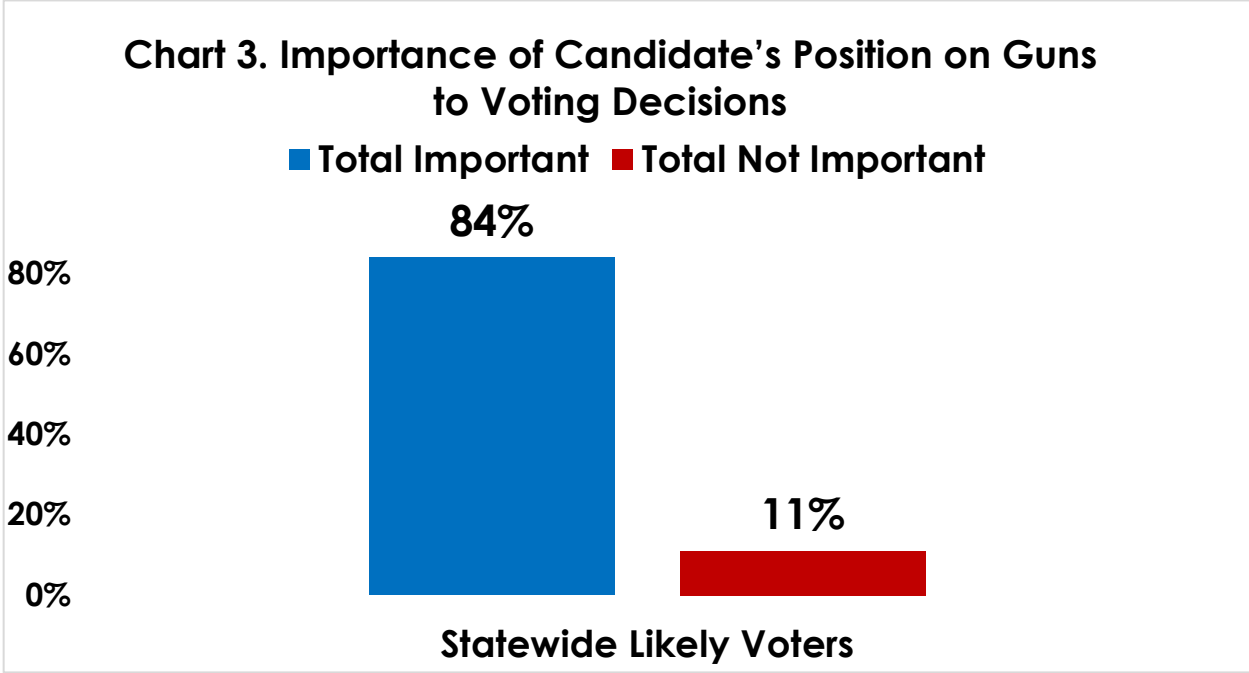
Gun violence prevention continues to be a top concern for voters in Virginia with a total of 81% saying the issue is important and 56% saying it is very important.



Further, the issue of gun violence prevention is also important to voters in each of the suburban areas polled, especially in Hampton Roads.



A candidate’s position on guns is also very important for voters in deciding who to vote for in the House of Delegates. Over 8-in-10 voters indicate that a candidate’s position on guns is important in deciding who to vote for in the races for the House of Delegates. 5% are not sure.



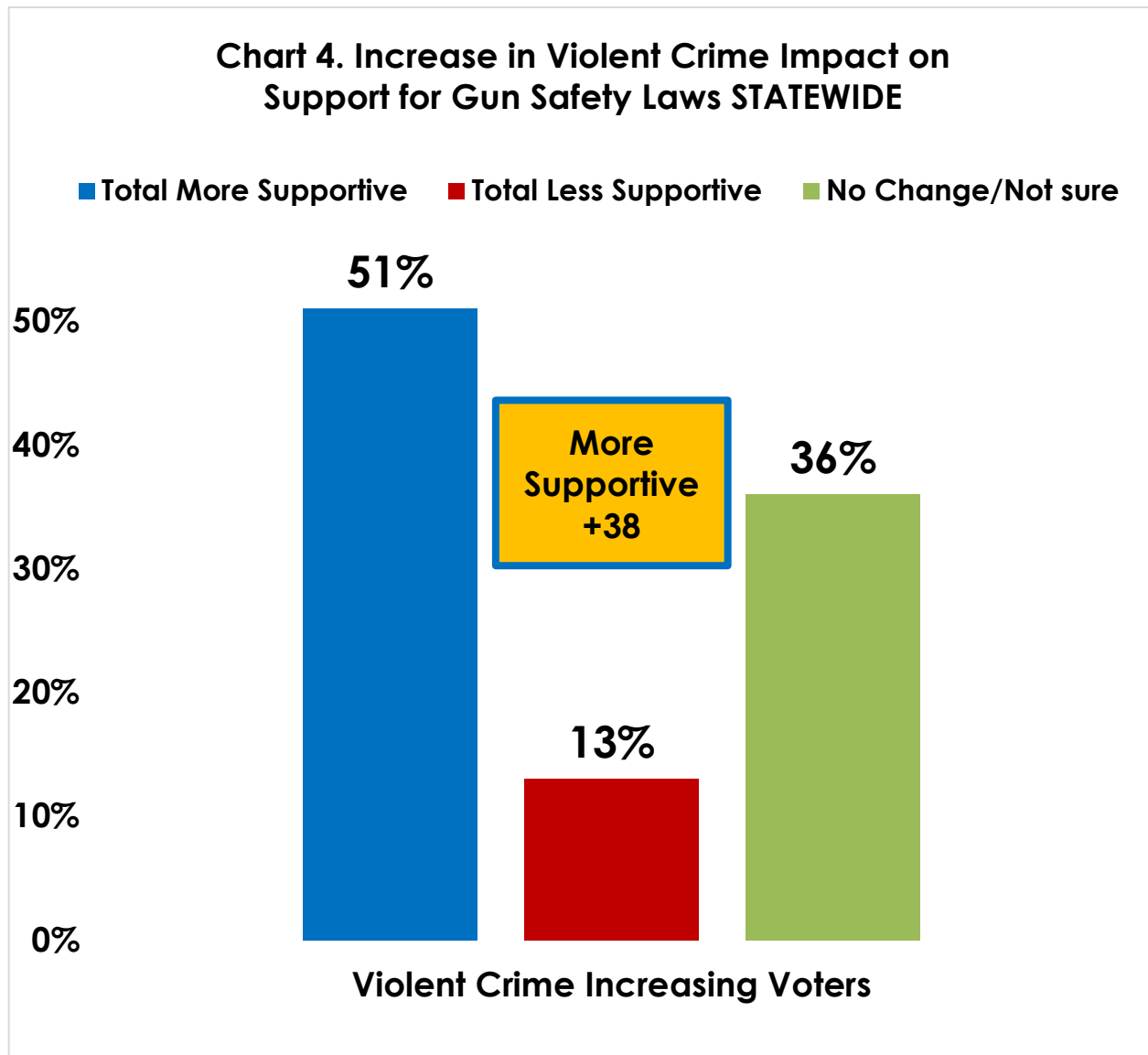
Generally speaking, more than three-quarters of all likely voters also believe Virginia’s gun laws should be stricter or kept as they are now, with only 14% saying that gun laws should be made less strict.

Table 2. Positions on Current Virginia Gun Laws	
Position on Virginia Gun Laws	Likely Voters STATEWIDE
Should be stricter	50%
Should be kept as they are now	28%
Should be made less strict	14%
Not sure	8%

78% (Combined for 'Should be stricter' and 'Should be kept as they are now')

Further, the increase in violent crime has made voters more concerned about gun violence and more supportive of stronger gun laws.

Among the 88% of voters who believe violent crime is increasing in Virginia, 51% say the increase in violent crime has made them more supportive of strengthening gun safety laws.



We also tested voter support for specific gun safety policies and whether voters have become more supportive of the policy since before the coronavirus pandemic.

We find that there is indeed broad support for each gun safety policy tested and approximately one-half of voters have become more supportive of each policy since before the pandemic.

Table 3. Top Testing Gun Safety Policies STATEWIDE		
Gun Safety Policy	% Favor	% More Supportive since COVID
Requiring a criminal background check on all gun sales including online and at gun shows	93%	49%
An increase in penalties for reckless storage of loaded and unsecured firearms in a home in a way that endangers children	88%	51%
Prohibiting domestic abusers from buying or owning a gun	86%	55%
Prohibiting anyone convicted of a hate crime from buying or owning a gun	81%	49%
A requirement for the loss or left of a firearm to be reported within 48 hours	81%	49%
Expand Virginia’s background check law to cover all transfers of gun ownership	81%	48%

Statement Testing Findings

After testing a battery of statements on Virginia Republicans’ positions, we found that their positions on healthcare, opposition to common sense gun safety laws, ties to Donald Trump, and are equally damaging and the most convincing reasons to vote against them in the November 2021 elections for Governor and House of Delegates.

Further, these statements were more convincing reasons to vote against Republicans than information about the Republican response to COVID, the economy, and the environment.

Table 4. Top Testing Statements on Republican Positions STATEWIDE	
Statement Summary	TOTAL Convincing
[HEALTHCARE] Youngkin and Republicans will bring an extreme agenda to Virginia. They have attacked the Affordable Care Act and opposed Medicaid expansion.	53%
[GUN LOBBY + BGCs + POLICE AT RISK] Youngkin and the Republican candidates for the House of Delegates are beholden to the corporate gun lobby. They are putting police officers at risk by opposing common-sense gun safety laws like background checks on all gun sales.	52%
[TRUMP TIES] Youngkin and the Republican candidates for the House of Delegates are too much like Trump. Trump gave Youngkin his “complete and total endorsement” and Youngkin says that Trump “represents so much of why I am running.”	52%

Both before and after respondents received the statements about Republicans positions, we asked them whether McAuliffe or Youngkin would do a better job addressing specific public safety issues.

We found that after respondents received this information about Republicans positions, voters indicated that they trust McAuliffe over Youngkin to handle key public safety issues by greater margins.

In the table below, the blue values represent the percentage of voters that believe McAuliffe would do a better job addressing the issue and the red values represent the percentage of voters that believe Youngkin would do a better job addressing the issue.

Table 5. McAuliffe-Youngkin Tradeoffs on Issue Performance STATEWIDE					
Public Safety Issue	Initial		After Statements on Republican Positions		Net Movement
	Strengthening gun laws	TM: 49%	+13	53%	
	GY: 36%	29%			
Closing background check loopholes	44%	+9	51%	+20	+11
	35%		31%		
Keeping guns out of the hands of criminals and domestic abusers	43%	+2	50%	+16	+14
	41%		34%		
Reducing gun violence	43%	+3	48%	+16	+13
	40%		32%		