



## CSP POLLING PRESS BRIEFING: VIRGINIA POLL

### **Perriello Leads Northam Going Into Election Day**

**FOR IMMEDIATE RELEASE --** CSP Polling's newest poll shows Perriello going into election day with a small lead in primary voters, 46% for Perriello, 41% for Northam, 13% undecided, with a MoE of 2.1%. This poll was conducted among 1,642 Virginia citizens, and asked potential voters to choose from a list of democratic candidates. With this level of undecided voters, the election is still in play for both sides. Perriello draws from a less reliable pool of support, while Northam supporters tend to be high turnout voters. Perriello leads among every age group except 65+, and leads 18-24 year olds by 15%. Perriello also leads every racial demographic except Asian and Hispanic. Perriello has a 16% lead amongst African Americans and a 2% lead with White voters. Perriello's lead in the state is strongest in the southern cities. By gender, Perriello leads men by 6% and women by 1%. All in all, Perriello has a commanding lead in the traditional democratic bases of support, however the voters that support him tend to be infrequent voters that are hard to predict on election day, while Northam voters are more reliable and consistent turnout. It's hard to know how those two will square on election day.

CSP Polling conducted a separate opinion poll on generic R vs generic D candidates. We gave 985 Virginia voters the option to select a R or D candidate for VA governor, regardless of voter affiliation, and asked which they would vote for. We found that democrats led by 3.5%, 43.9% to 40.4% with 15.7% undecided. This shows a continuing trend for democrats winning generic ballots, almost directly correlated with the drop in presidential approval ratings. One possible point of concern for the democrats is that their lead in a generic ballot is not all that large. It's possible that if somehow, Northam wins and the progressive candidate loses, this new group of progressive voters might not turn out for Northam in the general. Its also possible, that if Perriello does win, some of the more moderate dem voters might peel off and join the

republican candidate, not fully onboard with a progressive candidate. It's important to remember that this state rejected Bernie style progressivism by 30% when Hillary won this state in the 2016 primary. However with this lead in the generic ballot, dems still have plenty of reasons to be optimistic in their chances of holding the office.

If Perriello has a good voter turnout campaign and manages to grab some independent voters, he should have no problem winning the primary. If, however, Northams more moderate views earn him more of the undecided vote, and his base has strong turnout while Perriello's stay home, he has a real shot of taking the win. With this high energy of progressive voters, Perriello is currently our favorite to win the primary.

**If you have any questions please visit our website, [CSPPolling.org](http://CSPPolling.org), to find contact information.**

CSP Polling polled 1,642 Americans across the state of Virginia in our primary poll and 985 in our supplemental one. Both polls were conducted from June 8th-June 11th, 2017. The poll was conducted using an online sample by CSP Polling. Both polls were weighted using Virginia demographics.

Adj. Freq.	Perriello	Northam	Undecided
Men	49	43	8
Women	40	39	21
18-24	52	37	11
25-34	44	37	19
35-44	49	42	10
45-54	44	40	16
55-64	47	40	13
65+	38	57	5
White	44	42	13
Black	56	40	4
Hispanic	40	40	21
Asian	43	45	11

Table 1 - Respondent Summary by Demographic

Perriello	Northam	Undecided
46	41	13

Table 2 - Overall Result