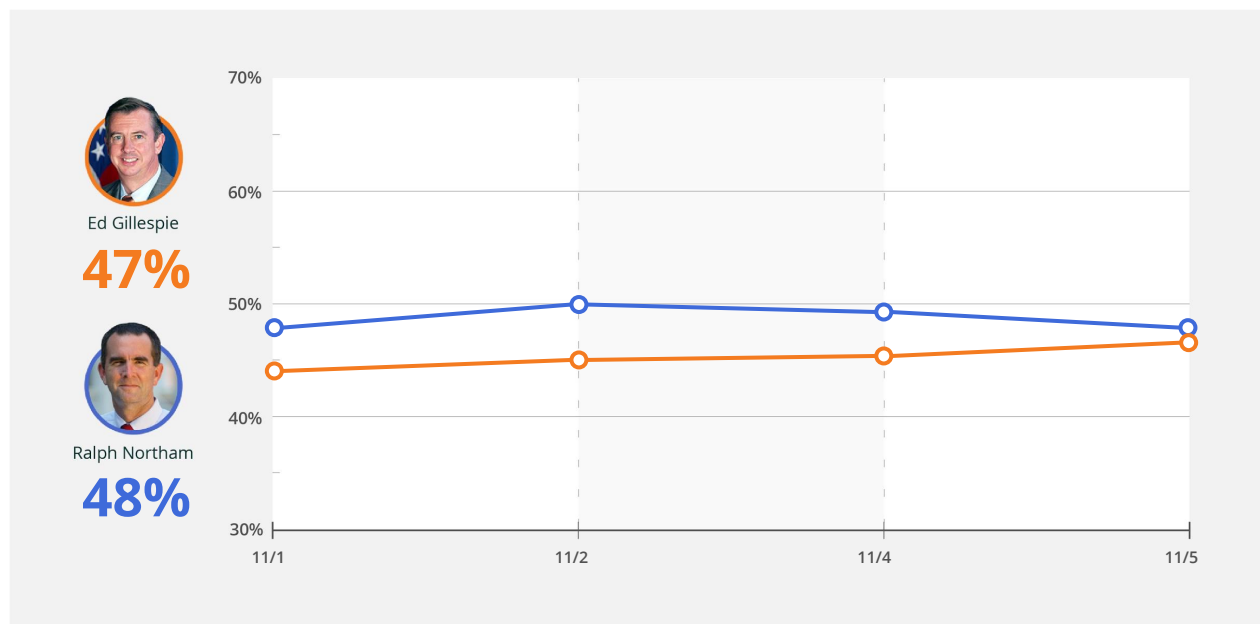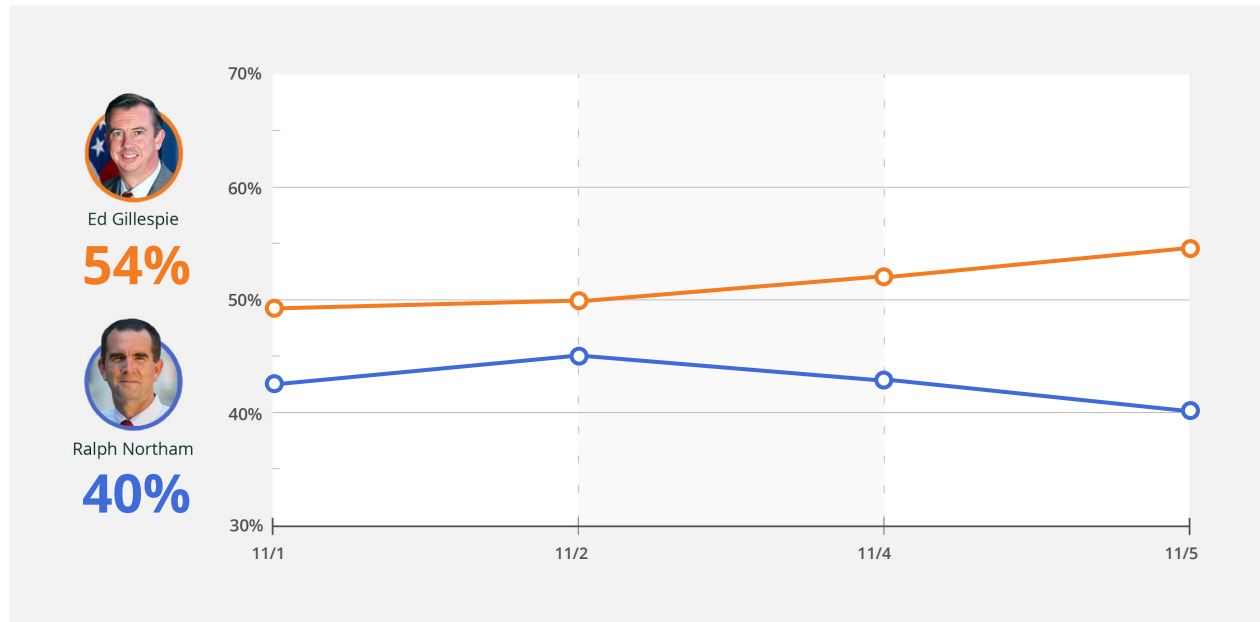# imge.
insights

Pfizer

Virginia Tracking

Introduction & Methodology

IMGE Insights conducted a rolling tracking survey (n=800) using IVR to landline (60%) and live to mobile (40%) interviews of likely Virginia voters from the voter file.
To qualify for the survey, respondents had to be registered to vote in the state of Virginia and likely to vote in the general election. The margin of error is +/- 3.5%.
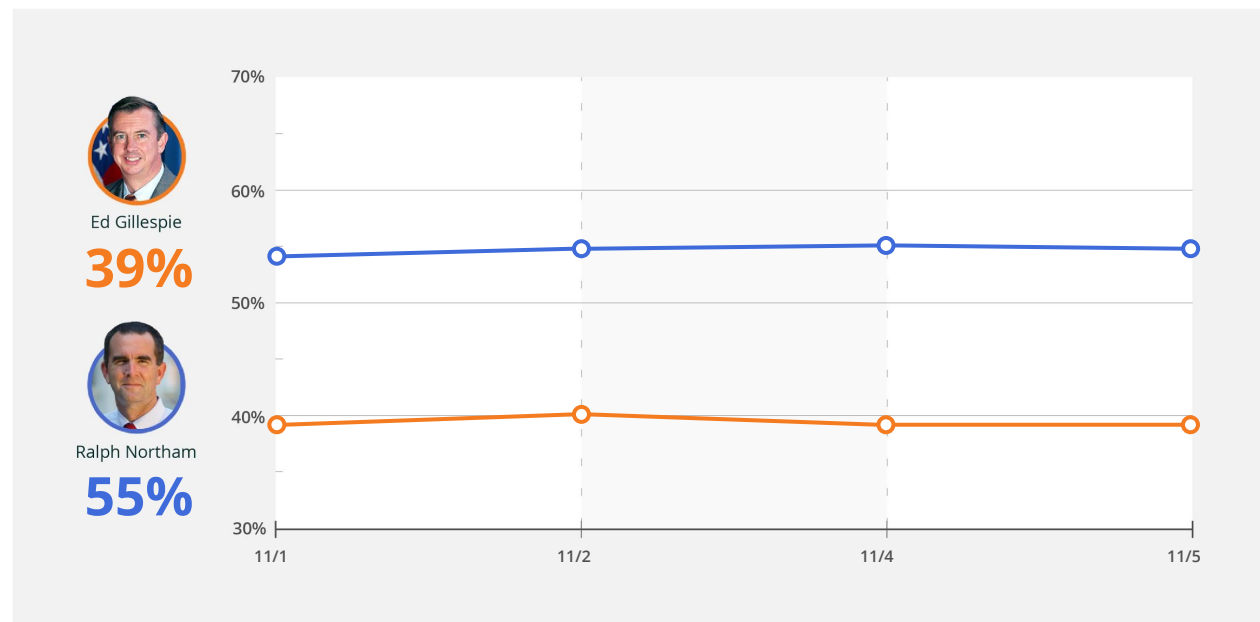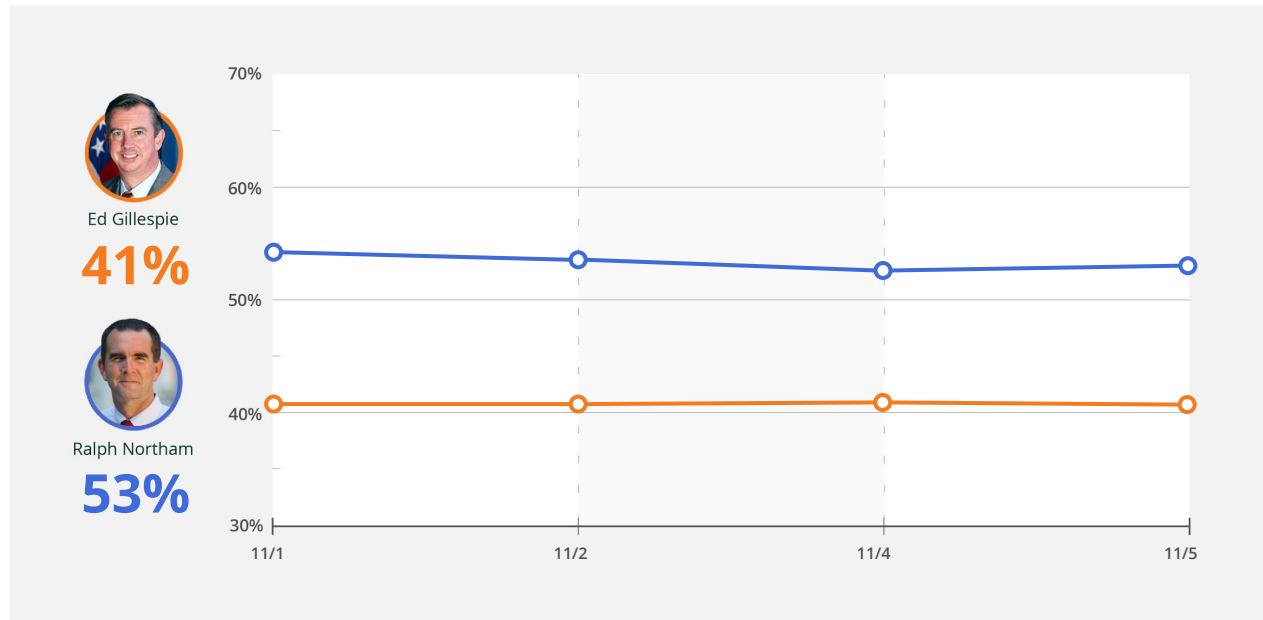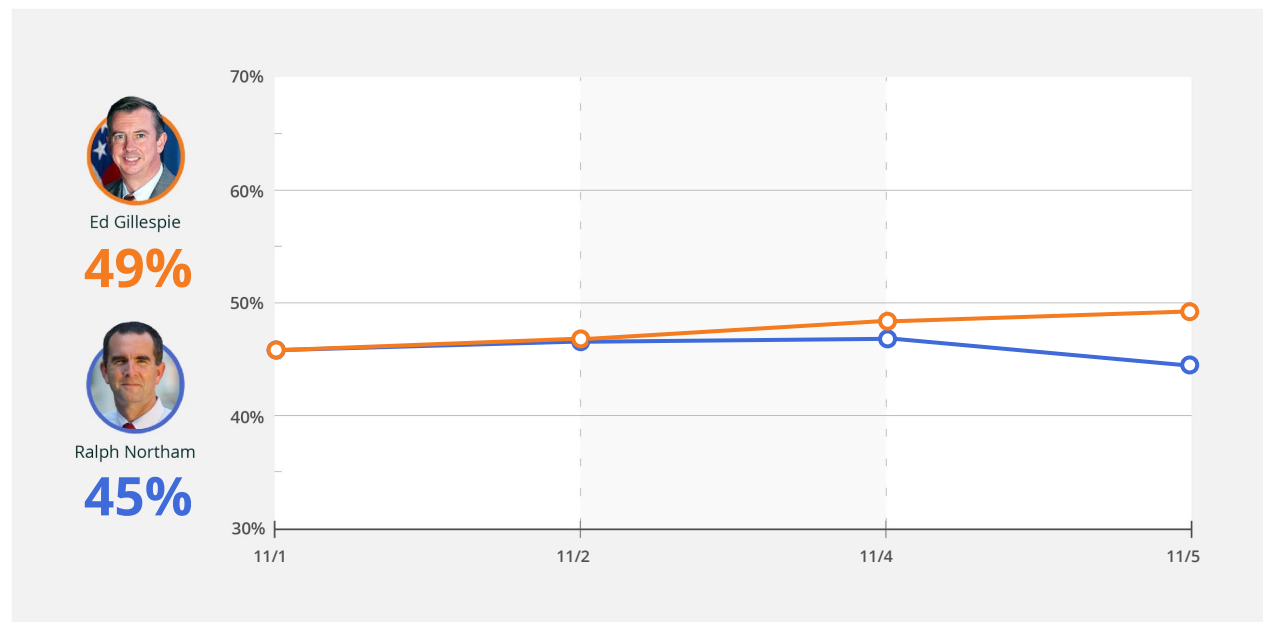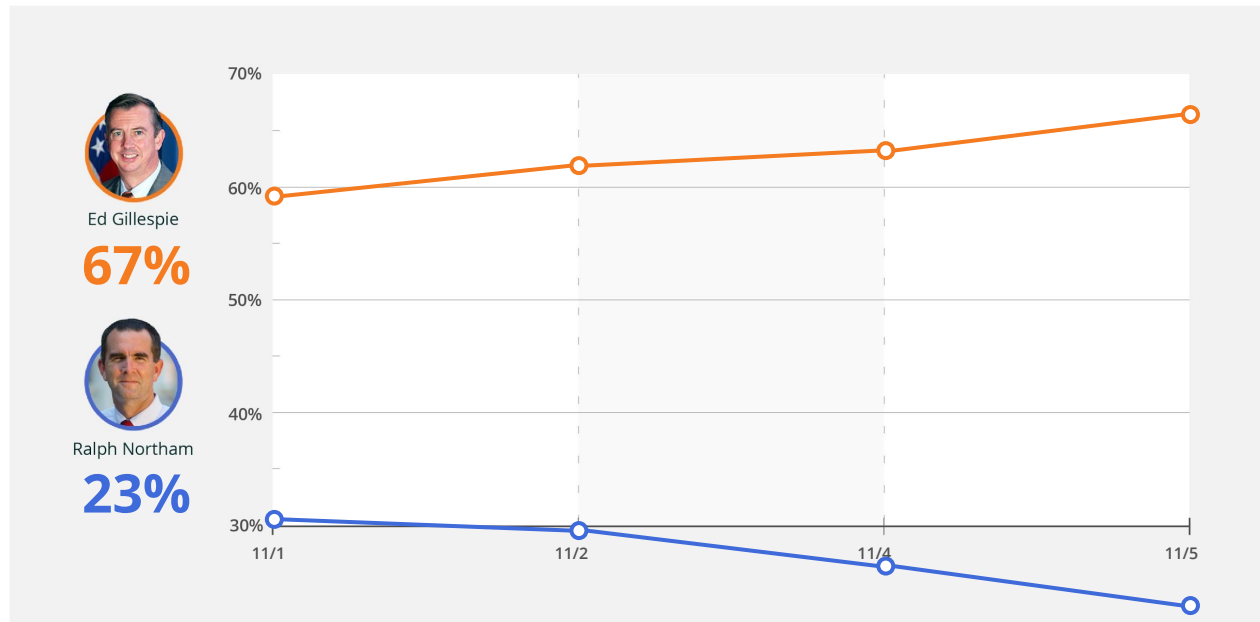
Governor Ballot + Lean

Ed Gillespie
47%

Ralph Northam
48%

Men:

Ed Gillespie
54%

Ralph Northam
40%

Women:

Ed Gillespie
39%

Ralph Northam
55%

Washington DMA:

Ed Gillespie
41%

Ralph Northam
53%

Outside Washington DMA:

Ed Gillespie
49%

Ralph Northam
45%

White + No College Degree:

Ed Gillespie
67%

Ralph Northam
23%

White + College Degree:

Ed Gillespie
46%

Ralph Northam
51%

White:

Ed Gillespie
54%

Ralph Northam
40%

Moderate:

Ed Gillespie
35%

Ralph Northam
56%

Under 45:

Ed Gillespie
37%

Ralph Northam
53%

45-64:

Ed Gillespie
52%

Ralph Northam
42%

65+:

Ed Gillespie
50%
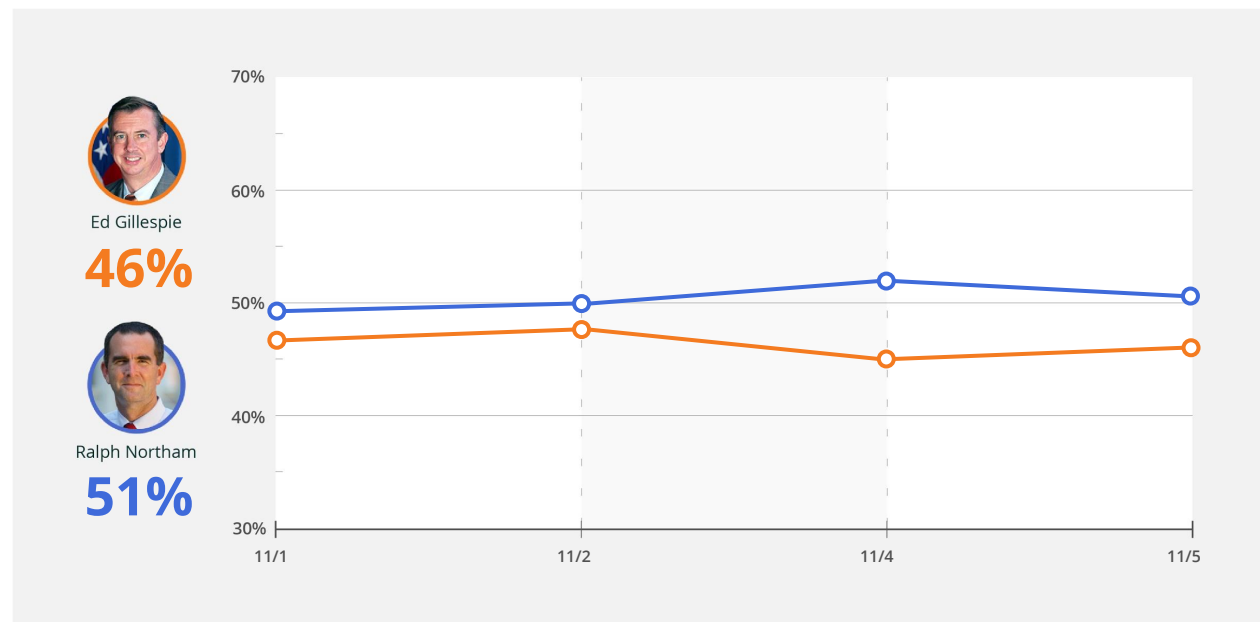
Ralph Northam
48%
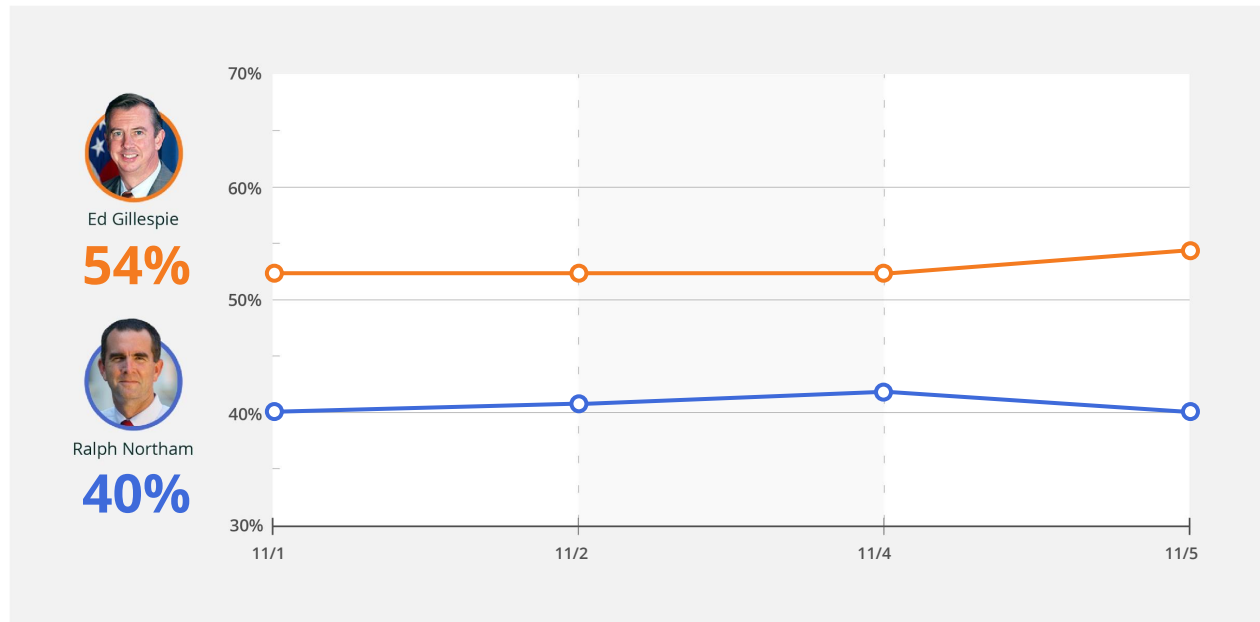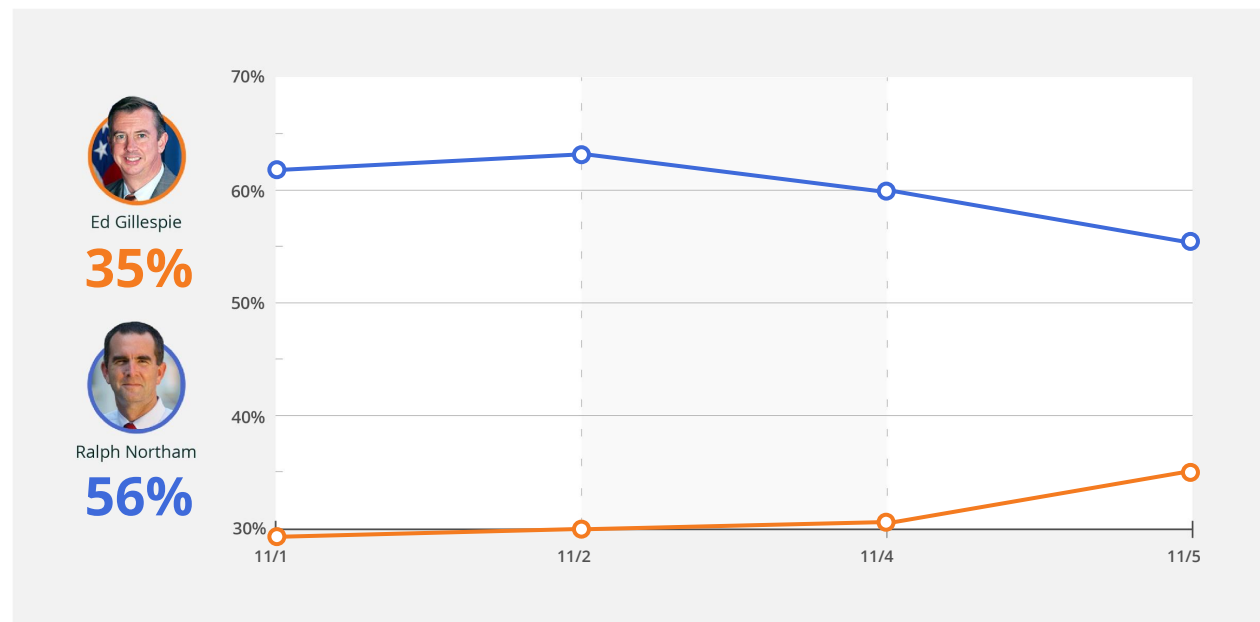
Independents:
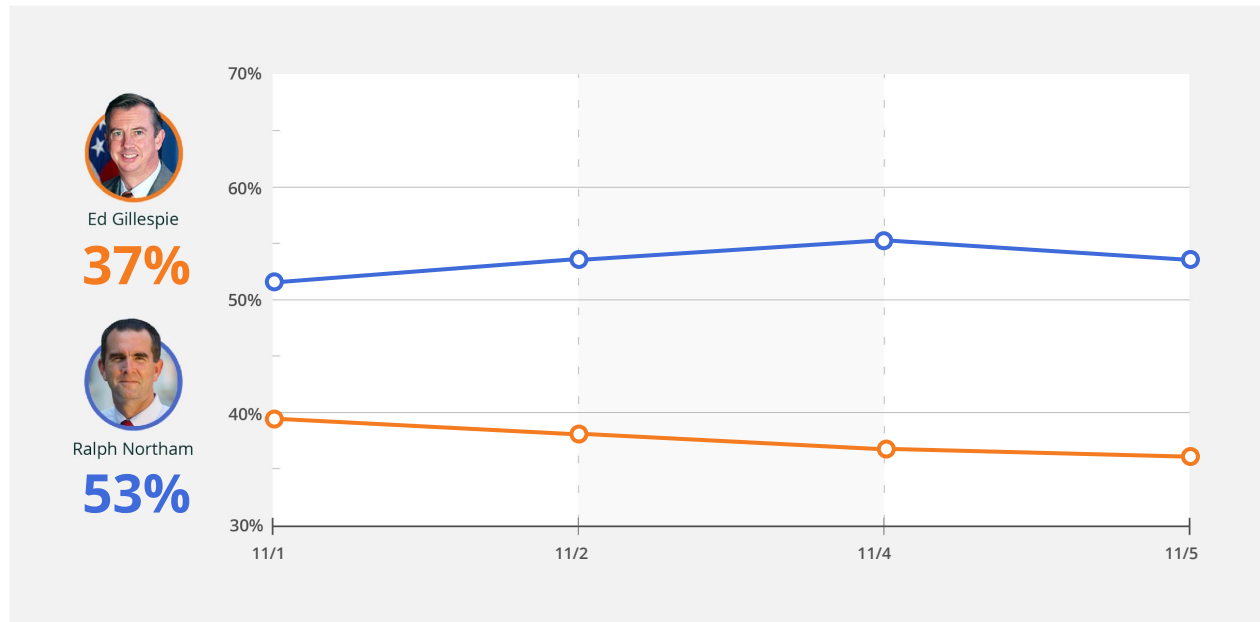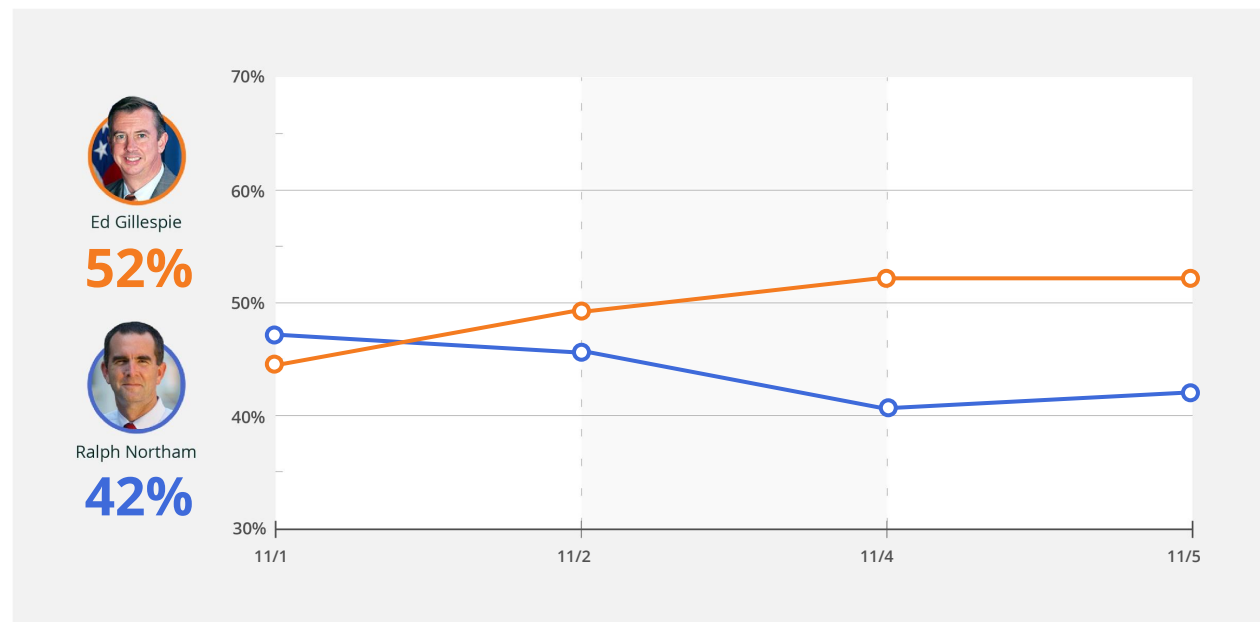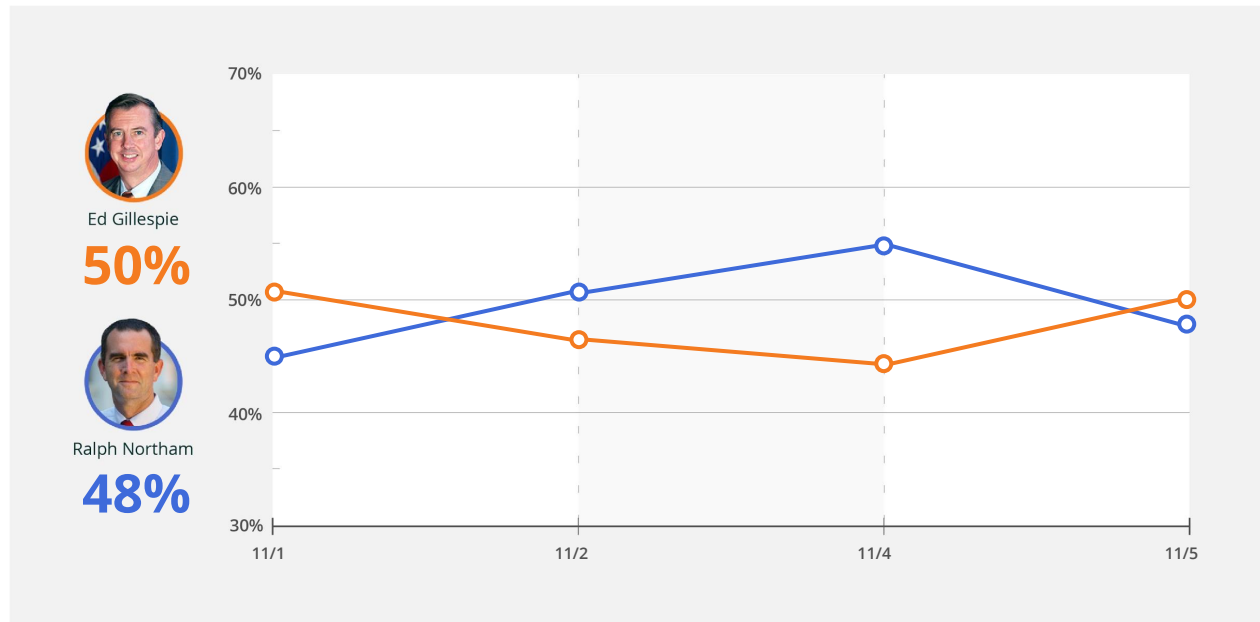
Ed Gillespie
45%
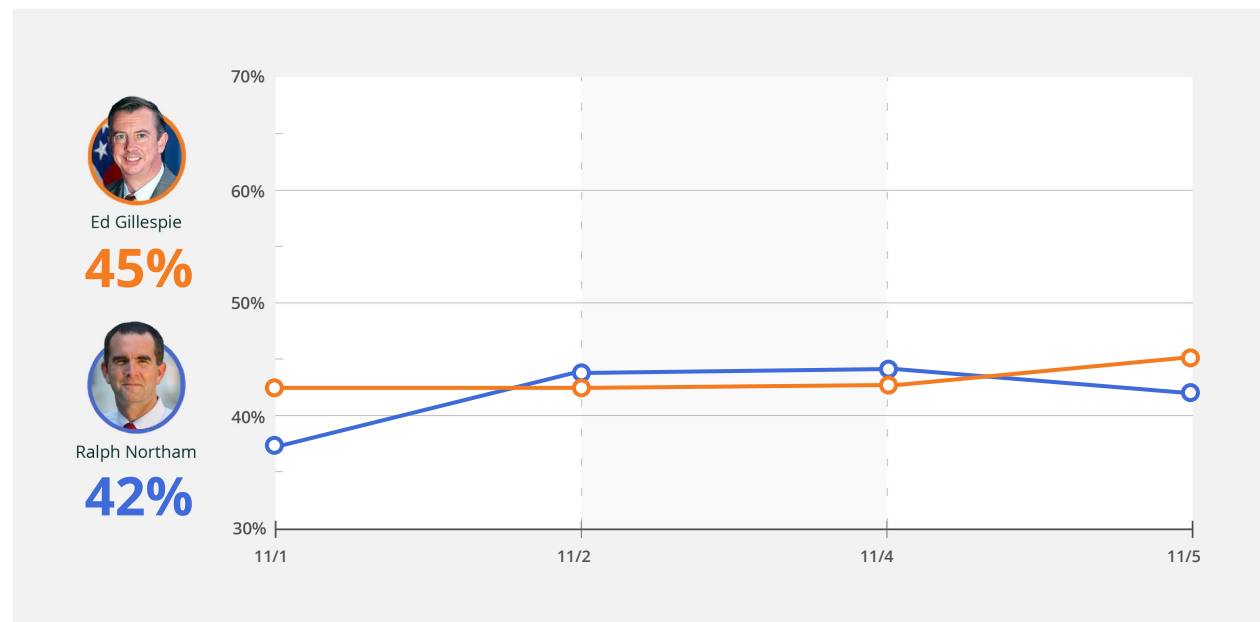
Ralph Northam
42%

Candidate Favorability

Ed Gillespie:

Favorable
43%

Unfavorable
41%

Ralph Northam:

Favorable
46%

Unfavorable
38%