

To: Interested Parties

From: GBA Strategies

Date: November 8, 2017

Rising American Electorate Lifts Democrats to Victory in Virginia

The Democratic victory up and down the ballot in Virginia was fueled by an energized progressive base that produced a turnout of over 2.6 million voters, exceeding expectations, and far surpassing the 2013 and 2009 elections.

A post-election poll conducted by GBA Strategies on behalf of *Women's Voices Women Vote Action Fund* reveals that Democrat Ralph Northam won the Governors' race with huge margins among the Rising American Electorate, winning millennials, unmarried women, and voters of color by large margins:

- **The Rising American Electorate comprised 51% of Virginia voters this election, and Northam won them overwhelmingly, 67% – 31% (+36 points), providing his margin of victory.** Republican Ed Gillespie carried the other half of the electorate 59% – 40%.
 - **Millennials (voters <35 years old) supported Northam resoundingly, 58% – 40% (+18).** Terry McAuliffe carried millennials by a much narrower +5-point margin.
 - **Unmarried women voted for Northam by an astounding 69% – 31% margin (+38),** far surpassing Clinton's +29-point margin last year. Among white voters, Gillespie won white married women by a slight 52% – 47% margin, while Northam won white unmarried women 60% – 40% percent. Among voters of color, Northam performed strongly with both married and unmarried women, winning margins of 80% – 20% and 89 – 11%, respectively.
 - **Northam won voters of color 79% – 19% percent (+60).**

Not only did the Rising American Electorate help power Northam's victory, but it also helped Democrats win the Lieutenant Governor and Attorney General races, as well as likely pick up at least 16 seats in the Virginia House of Delegates, giving Democrats parity in or control of that Chamber.

- Justin Fairfax won the Lieutenant Governor's race 53% – 47% overall, while winning among the Rising American Electorate 66% – 34%. An African American himself, Fairfax won 81% of voters of color, surpassing the other Democrats.

- Mark Herring was re-elected Attorney General, 53% – 47%, while winning the Rising American Electorate 66% – 34%.
- And Virginians gave Democrats 52% of their votes for the House of Delegates versus 46% for Republicans, which appears to be enough to give Democrats control of the Chamber. The Rising American Electorate voted Democratic in the House of Delegates, 67% – 32%.

Northam's victory signals a loud and clear repudiation of President Trump's failed leadership.

- 36% of Northam voters and 37% of Northam's Rising American Electorate voters reported that the most persuasive reason they heard to vote against Ed Gillespie was his support for Donald Trump, more than any other reason.
- 27% backed Northam because of his opposition to Trump, the strongest reason to support him.

Healthcare also played a huge role in Northam's victory.

- 35% named the economy and jobs as one of the two most important issues in their voting decision, followed by healthcare in second place with 29%, and education third (24%). Among unmarried women, health care rose to 39% as their top issue with education second at 30%. Millennials, among whom Northam performed so well, chose education as their top issue at 31%.
- 24% of Northam voters cited his fight to expand affordable healthcare as the most persuasive message they heard to vote for him, second only to his opposition to Trump.