



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN
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DATE: September 22, 2023

RE: EVERYTOWN VIRGINIA 2023 POLLING SUMMARY

Virginia 2023 Swing Region Poll Findings

Schoen Cooperman Research conducted 1,200 total interviews across battleground legislative districts in the areas of Northern Virginia, Hampton Roads, and the Richmond Suburbs with likely November 2023 voters between August 20 to 28, 2023.

The poll assessed multiple issues that have been debated in advance of the November 2023 election, especially gun violence prevention. To summarize, our poll found that:

Table 1. Summary of Findings

1)	➤ Gun violence is a top-tier issue in each region, alongside inflation and abortion rights.
2)	➤ A candidate’s position on guns is highly important to their vote (Average of 84% important across the three regions) and voters are more likely to vote for a candidate who supports strengthening gun safety laws vs. a candidate who opposes more gun restrictions (average of 58% to 24%).
3)	➤ There is broad support for gun safety policies and an average of 82% of voters in each battleground region believe gun laws should be made stronger or kept as they are now.
4)	➤ Majorities of voters in each region believe it is more important to strengthen gun laws for the sake of children and communities over expanding gun rights

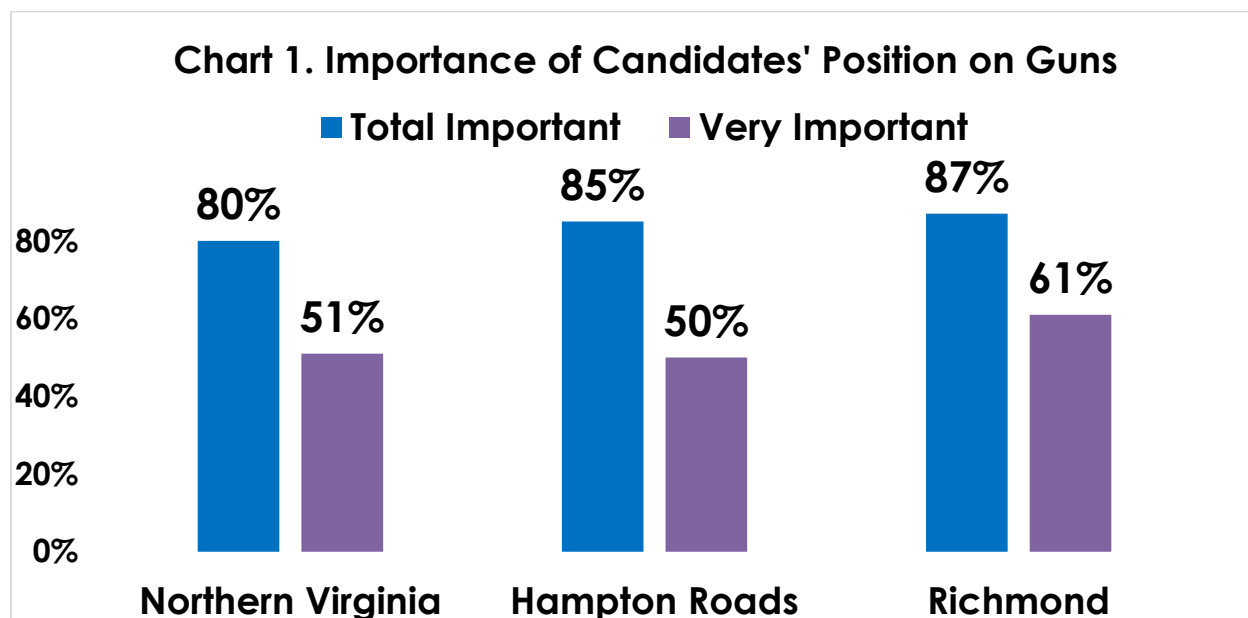
Top Issues

Gun violence is a top-three issue in each region, alongside inflation and abortion rights.

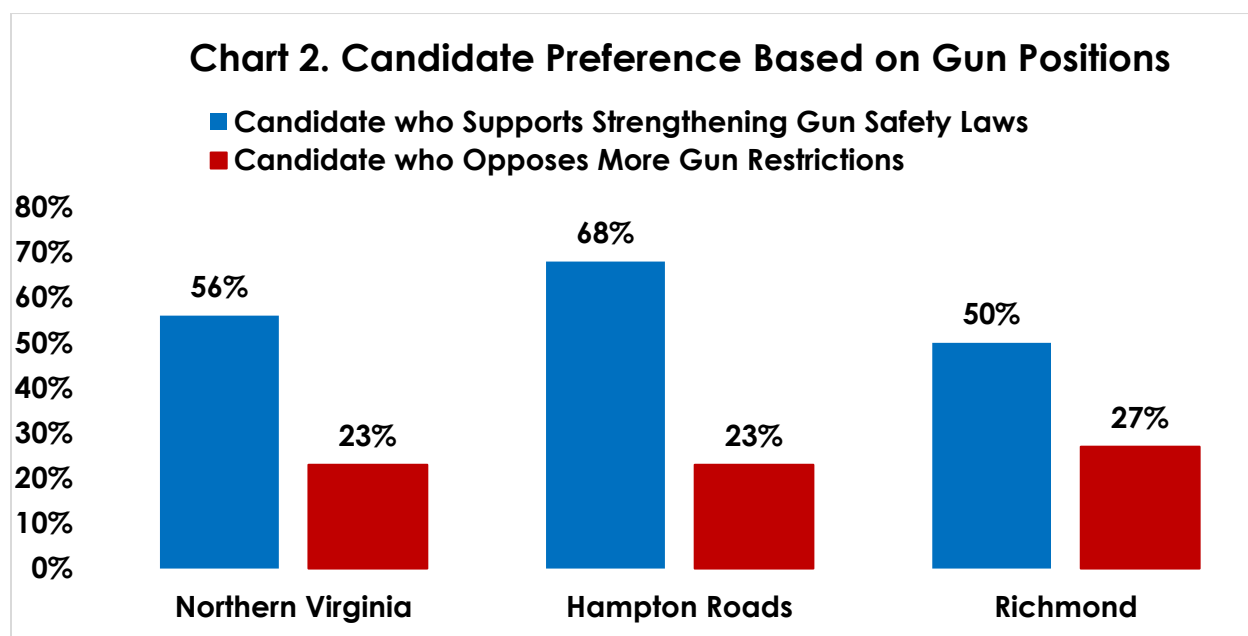
Table 2. Top Five Issues in Each Region			
Issue	NOVA	Hampton Roads	Richmond
Rising costs & inflation	26%	34%	24%
Gun violence	19%	22%	22%
Protecting abortion rights	20%	11%	16%
Taxes	13%	15%	9%
Affordable housing	12%	12%	13%

Importance of Gun Safety to Voters

A candidate's position on guns is also overwhelmingly important to their vote and 50% of voters or more in each battleground region indicate it is *very important* in deciding who to vote for in the election for General Assembly.



Voters are also more likely to vote for a candidate for General Assembly who supports strengthening gun safety laws as opposed to a candidate who opposes more gun restrictions.



Positions on Gun Policies

In terms of gun safety policies, roughly one-half of voters in each region believe gun laws should be made stronger, around one-third would like them kept as they are now, and less than 10 percent believe they should be weaker.

Table 3. Positions on Current Virginia Gun Laws			
Position	NOVA	Hampton Roads	Richmond
Should be made stronger	53%	50%	47%
Should be kept as they are now	29%	36%	32%
TOTAL STRONGER OR UPHELD	82%	86%	79%
Should be made weaker	9%	5%	6%
Not sure	9%	9%	15%

Gun Safety vs. Gun Rights Position Statements

When the case is made to strengthen gun laws for school safety vs. protecting the rights of gun owners and opposing gun restrictions in Virginia, majorities in each region side with the position to strengthen gun laws for school safety over protecting gun rights.

