Roanoke College Poll
2013 Gubernatorial Election
October, 2013

Hi, I'm _____, and I'm calling from the Institute for Policy and Opinion Research at Roanoke College. How are you today/this evening? We're conducting a survey regarding important issues in Virginia, and your opinion is very important to us. All of your responses are anonymous and confidential.

1. First, to be sure that we get a representative sample of Virginians, would you please tell me in what county do you live? [RECODED TO REGION]

Southwest Virginia	10%
Shenandoah Valley	6%
Southside	8%
Central VA/Richmond	21%
Northern VA	31%
Tidewater	24%

2. Are you registered to vote in Virginia?

Yes	100%
No [SKIP TO END]	

3. And how likely is it that you will vote in the election for governor in November? Would you say it is very likely, somewhat likely, not very likely, or not likely?

Very likely	82%
Somewhat likely	18%
Not very likely [SKIP TO END]	
Not likely [SKIP TO END]	

4. If the election for governor of Virginia were held today would you vote for [ROTATE]

Ken Cuccinelli, the Republican	34%
Terry McAuliffe, the Democrat	40%
Rob Sarvis, the Libertarian	9%
Someone else [VOL]	16%
Uncertain	1%
No answer [SKIP TO END]	

4. a. [IF UNSURE] Are you leaning toward voting for a particular candidate—Cuccinelli, McAuliffe, or Sarvis?

Cuccinelli	13%
McAuliffe	9%

Sarvis	2%
Uncertain	77%

4.b. [IF CUCCINELLI] Would you say that your vote for Cuccinelli is more of a vote for him or a vote against McAuliffe?

For Cuccinelli	62%
Against McAuliffe	25%
Both (VOL)	12%
Unsure/No answer	1%

4.c. [IF MCAULIFFE] Would you say that your vote for McAuliffe is more of a vote for him or a vote against Cuccinelli?

For McAuliffe	39%
Against Cuccinelli	46%
Both (VOL)	13%
Unsure/No answer	2%

5. If the election for lieutenant governor of Virginia were held today would you vote for [ROTATE]

E. W. Jackson, the Republican	35%
Ralph Northam, the Democrat	39%
Uncertain	26%
No answer	1%

6. If the election for attorney general were held today would you vote for [ROTATE]

Mark Obenshain, the Republican	38%
Mark Herring, the Democrat	35%
Uncertain	26%
No answer	1%

7. In general, do you approve or disapprove of the way Bob McDonnell is handling his job as Governor of Virginia?

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 2013	43%	29%	21%	7%
Sept 2013	46%	31%	16%	7%
July 2013	49%	26%	12%	13%
April 2013	49%	21%	16%	14%
Jan 2013	54%	19%	15%	12%

8. In general, do you approve or disapprove of the way Barack Obama is handling his job as President of the United States?

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 2013	39%	49%	11%	1%
Sept 2013	40%	49%	10%	1%
July 2013	40%	50%	8%	3%
April 2013	44%	47%	7%	2%
Jan 2013	44%	46%	9%	1%

9. In general, do you approve or disapprove of the way Congress is handling its job?

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 2013	6%	85%	7%	2%
Sept 2013	10%	78%	11%	2%
July 2013	11%	76%	11%	2%
April 2013	12%	77%	8%	3%
Jan 2013	10%	81%	7%	3%

Please tell me if you have a generally favorable or unfavorable impression of the following people or if you don't know enough about them to have formed an opinion.

10. Barack Obama

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 2013	46%	46%	6%	2%
Sept 2013	46%	43%	8%	3%
July 2013	45%	48%	5%	2%
April 2013	48%	43%	5%	4%
Jan 2013	50%	42%	6%	3%

11. Bob McDonnell

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 2013	42%	30%	18%	11%
Sept 2013	42%	28%	18%	12%
July 2013	46%	24%	12%	18%
April 2013	44%	22%	12%	22%
Jan 2013	48%	17%	17%	19%

12. Ken Cuccinelli

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 2013	31%	46%	12%	11%
Sept 2013	28%	42%	12%	18%
July 2013	33%	26%	7%	34%
April 2013	26%	24%	5%	45%
Jan 2013	22%	24%	8%	46%

13. Terry McAuliffe

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 2013	32%	36%	15%	16%
Sept 2013	27%	31%	18%	24%
July 2013	24%	20%	10%	45%
April 2013	12%	18%	9%	61%
Jan 2013	10%	16%	11%	62%

14. As of today, how much do you know about Ken Cuccinelli [ROTATE with Terry McAuliffe] and his qualifications to be governor? Would you say you know a great deal, some, a little, or not very much?

Great deal	25%
Some	43%
A little	13%
Not very much	18%
No answer	1%

15. As of today, how much do you know about Terry McAuliffe [ROTATE with Ken Cuccinelli] and his qualifications to be governor? Would you say you know a great deal, some, a little, or not very much?

Great deal	17%
Some	42%
A little	17%
Not very much	23%
No answer	1%

On a scale of 1 to 10 where 1 is not important and 10 is most important, please rank the importance of the following issues in determining how you will vote in November. [ORDER OF ISSUES ROTATED]

16. The economy and jobs   Average—8.97

17. Health care   Average---8.12

18. Education   Average---8.36

19. Taxes   Average---7.80

20. Transportation   Average---6.77

21. Abortion   Average---6.47

22. Government spending   Average---8.22

23. Gun control   Average---7.04

24. Suppose you thought that one candidate was closer to your views on the most important issue to you, but you disagreed with them on several other issues. Would you vote for that candidate?

Yes	56%
No	18%
Unsure	26%

25. Please tell me if you think Terry McAuliffe [ROTATE with Ken Cuccinelli] has high moral and ethical standards or if you think he doesn't?

Yes, has high standards	25%
No, does not	29%
Unsure	44%
No answer	3%

26. Please tell me if you think Ken Cuccinelli [ROTATE with Terry McAuliffe] has high moral and ethical standards or if you think he doesn't?

Yes, has high standards	36%
No, does not	30%
Unsure	32%
No answer	2%

27. From the advertising you have seen on television, which candidate do you think is running the more negative campaign--Cuccinelli or McAuliffe? [ROTATE]

Cuccinelli	21%
McAuliffe	25%
Neither/both	32%
Didn't see ads [SKIP TO Q.]	22%

28. And how much of what you see in those ads on TV do you think is accurate--most of it, some of it, or not very much?

Most of it	7%
Some of it	41%
Not very much	45%
Unsure	7%

29. Which candidate's ads do you think are more truthful--McAuliffe or Cuccinelli?
[ROTATE]

Cuccinelli	27%
McAuliffe	30%
Neither/both	30%
Unsure	12%

We're almost finished. Thanks for your patience. Now, I just have a few questions about you for statistical purposes.

30. How much education have you completed?

Less than high school	1%
High School	15%
Some college/tech school	23%
Associate's degree	10%
Bachelor's degree	30%
Advanced degree	21%

31. Code respondent's sex

Male	48%
Female	52%

32. And in what year were you born? [CODED INTO CATEGORIES]

18-29	10%
30-44	24%
45-64	48%
65+	18%

32. Are you of Hispanic or Latino origin?

Yes	4%
No	96%

33. What is your race? Are you White, African-American, or some other race?

White/Hispanic	78%
African-American	16%
Other	6%

34. I'm going to read several income groups. When I come to the group that includes your annual family income, please stop me.

Less than $20,000	8%
$20,001-$35,000	12%
$35,001-$50,000	14%

$50,001-$75,000	19%
$75,001-$100,000	12%
More than $100,000	36%

35. Politically speaking, do you consider yourself to be liberal, moderate or conservative?

Liberal	18%
Moderate	39%
Conservative	35%
Other	4%
DK/NA	4%

36. And would you describe your political party affiliation as Democrat, Republican, Independent, some other party or no affiliation?

Democrat	32%
Republican	30%
Independent	24%
Other/None	9%
Refused	6%

37. Do you tend to agree or disagree with Tea Party movement or don't you know enough about them to have an opinion?

Agree	24%
Disagree	46%
Neutral	8%
Unsure	21%
DK/NA	1%

38. Do you happen to recall if you voted in the Presidential election of 2012?

Yes, voted	95%
No, did not vote	4%
Don't recall/No answer	1%

38. a. [IF VOTED] And who did you vote for 2012--Barack Obama, Mitt Romney or someone else?

Obama	50%
Romney	41%
Someone else	5%
No answer	4%

39. Thank you for your time and have a nice evening/day. If you have any questions or concerns about this survey, you may contact Dr. Harry Wilson at (540) 375-2415.