

**Roanoke College Poll**  
**2013 Gubernatorial Election**  
**September, 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	19%
Northern VA	32%
Tidewater	25%

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	78%
Somewhat likely	22%
Not very likely [SKIP TO END]	
Not likely [SKIP TO END]	

4. Do you think things in the Commonwealth of Virginia are generally going in the right direction or do you think things have gotten off on the wrong track?

	Sept 2013	July 2013	April 2013	Jan 2013
Right direction	45%	50%	46%	49%
Wrong track	35%	33%	37%	35%
Unsure/mixed	19%	15%	15%	16%
No answer	1%	1%	2%	1%

5. Do you think things in the COUNTRY are generally going in the right direction or do you think things have gotten off on the wrong track?

	Sept 2013	July 2013	April 2013	Jan 2013
Right direction	25%	30%	26%	30%

Wrong track	63%	60%	63%	61%
Unsure/mixed	11%	9%	10%	8%
No answer	1%	1%	1%	1%

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

	Sept 2013	July 2013	April 2013	Jan 2013
Approve	46%	49%	49%	54%
Disapprove	31%	26%	21%	19%
Mixed/unsure	16%	12%	16%	15%
No answer	7%	13%	14%	12%

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

	Sept 2013	July 2013	April 2013	Jan 2013
Approve	40%	40%	44%	44%
Disapprove	49%	50%	47%	46%
Mixed/unsure	10%	8%	7%	9%
No answer	1%	3%	2%	1%

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

	Sept 2013	July 2013	April 2013	Jan 2013
Approve	10%	11%	12%	10%
Disapprove	78%	76%	77%	81%
Mixed/unsure	11%	11%	8%	7%
No answer	2%	2%	3%	3%

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

Ken Cuccinelli, the Republican	33%
Terry McAuliffe, the Democrat	35%
Rob Sarvis, the Libertarian	8%
Someone else [VOL]	2%
Uncertain	22%
No answer [SKIP TO END]	

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

Cuccinelli	11%
McAuliffe	8%
Sarvis	5%

Uncertain 77%

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

For Cuccinelli	56%
Against McAuliffe	30%
Both (VOL)	12%
Unsure/No answer	2%

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

For McAuliffe	36%
Against Cuccinelli	55%
Both (VOL)	7%
Unsure/No answer	3%

11. How much thought have you given to the November election for governor in Virginia. . . Quite a lot or only a little?

	Sept 2013	July 2013
Quite a lot	30%	14%
Some	38%	22%
Only a little	31%	42%
Don't know/No answer	1%	21%

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

E. W. Jackson, the Republican	30%
Ralph Northam, the Democrat	34%
Uncertain	33%
No answer	3%

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

Mark Obenshain, the Republican	31%
Mark Herring, the Democrat	33%
Uncertain	34%
No answer	3%

14. What is the most important issue facing Virginia?

Economy	25%
Unemployment/Jobs	13%
Education	8%

Transportation	6%
Health Care	6%
Taxes too high	4%
Size/Scope of Government/ Government Spending	3%
Women's issues/abortion	2%
Guns/Violence/Gun Control	2%
Government scandals/honesty	2%
Energy/Coal	1%
Same-sex marriage	1%
Morality/Loss of God	1%
Unsure	6%
Other	11%
Don't know/No answer	9%

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.

	Sept 2013	July 2013	April 2013	Jan 2013
15. Barack Obama				
Favorable	46%	45%	48%	50%
Unfavorable	43%	48%	43%	42%
Mixed/unsure	8%	5%	5%	6%
DK/NA	3%	2%	4%	3%
16. Bob McDonnell				
Favorable	42%	46%	44%	48%
Unfavorable	28%	24%	22%	17%
Mixed/unsure	18%	12%	12%	17%
DK/NA	12%	18%	22%	19%
17. Tim Kaine				
Favorable	48%	44%	45%	44%
Unfavorable	27%	32%	30%	31%
Mixed/unsure	12%	8%	6%	10%
DK/NA	14%	16%	19%	16%
18. Mark Warner				
Favorable	57%	56%	49%	53%
Unfavorable	18%	17%	22%	17%
Mixed/unsure	12%	9%	8%	12%

DK/NA	14%	18%	22%	18%
19. Ken Cuccinelli				
Favorable	28%	33%	26%	22%
Unfavorable	42%	26%	24%	24%
Mixed/unsure	12%	7%	5%	8%
DK/NA	18%	34%	45%	46%
20. Terry McAuliffe				
Favorable	27%	24%	12%	10%
Unfavorable	31%	20%	18%	16%
Mixed/unsure	18%	10%	9%	11%
DK/NA	24%	45%	61%	62%

21. For each of the following please give me the first word or thought that comes to mind about the candidate. Ken Cuccinelli

Dishonest	10%
Conservative	9%
Honest	6%
Radical/scary/terrible	5%
Politician	3%
Dislikes women	3%
Not smart/stupid	3%
Republican	3%
Scandal	2%
Other	28%
No response	28%

22. For each of the following please give me the first word or thought that comes to mind about the candidate. Terry McAuliffe

Dishonest	13%
Politician	4%
Liberal	3%
Democrat	3%
Honest	3%
Not a Virginian	2%
Clinton friend	2%
Other	42%
No response	28%

On a scale of 1 to 10 where 1 is lowest and 10 is highest, please rank the candidates for me on the following characteristics. First, can you tell me what number you would

assign to \_\_\_\_\_ for honesty. Remember that 1 would be the least honest and 10 would be the most honest.

23. Terry McAuliffe            Mean=5.16

24. Ken Cuccinelli            Mean=5.00

What number would you give to Terry McAuliffe for the right experience to be governor? 1 would be the lowest, and 10 would be the best experience

25. Terry McAuliffe            Mean=5.33

26. Ken Cuccinelli            Mean=5.58

On that same scale, how much do you think that Terry McAuliffe understands the problems of people like you? 1 is understands the least and 10 is understands the most.

27. Terry McAuliffe            Mean=5.02

28. Ken Cuccinelli            Mean=4.60

How well do you think that McAuliffe understands the important issues facing Virginia? 1 understands the least; 10 understands the most

29. Terry McAuliffe            Mean=5.57

30. Ken Cuccinelli            Mean=5.32

Now, on a scale of 1 to 10, where 1 is most conservative and 10 is the most liberal, where would you place:

31. Terry McAuliffe            Mean=6.69

32. Ken Cuccinelli            Mean=3.43

33. Yourself                    Mean=5.38

34. How familiar are you with Terry McAuliffe's involvement with Green Tech Automotive, a car company that located in Mississippi rather than Virginia and has created fewer jobs than promised, and his involvement with a finance company run by Hillary Clinton's brother. McAuliffe met with several Obama Administration officials asking for help in obtaining visas for some of the company's employees. Are you very familiar, somewhat familiar or not very familiar with these stories?

Very familiar	11%
Somewhat familiar	35%
Not very familiar	47%

Don't know/No answer 7%

34 a.. Do these stories make you more likely to vote for McAuliffe, less likely to vote for him, or do they make no difference to you?

More likely	4%
Less likely	32%
No difference	53%
No answer	12%

35. Ken Cuccinelli failed to disclose about \$5,000 worth of gifts he received from Jonnie Williams, the CEO of Star Scientific, the person who also gave gifts to Governor McDonnell's family. Also, Cuccinelli's office offered advice to an energy company that had donated to his campaign and is potentially a target of a class-action suit in Virginia. Are you very familiar, somewhat familiar, or not very familiar with these stories?

Very familiar	22%
Somewhat familiar	42%
Not very familiar	30%
Don't know/No answer	6%

35.a. Do these stories make you more likely to vote for Cuccinelli, less likely to vote for him, or do they make no difference to you?

More likely	3%
Less likely	35%
No difference	52%
No answer	11%

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

36. How much education have you completed?

Less than high school	2%
High School	13%
Some college/tech school	23%
Associate's degree	8%
Bachelor's degree	32%
Advanced degree	22%

37. Code respondent's sex

Male	48%
Female	52%

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

18-29	12%
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30-44	25%
45-64	43%
65+	20%

39. Are you of Hispanic or Latino origin?

Yes	5%
No	96%

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

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

41. 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	6%
\$20,001-\$35,000	13%
\$35,001-\$50,000	17%
\$50,001-\$75,000	20%
\$75,001-\$100,000	15%
More than \$100,000	29%

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

Liberal	21%
Moderate	39%
Conservative	34%
Other	3%
DK/NA	4%

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

Democrat	30%
Republican	25%
Independent	29%
Other/None	7%
Refused	10%

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

Agree	23%
Disagree	44%
Neutral	9%
Unsure	21%
DK/NA	3%

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

Yes, voted	91%
No, did not vote	6%
Don't recall/No answer	3%

45. 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%

46. Thank you for your time and have a nice evening/day.

*NOTE: All percentages may not add to 100 due to rounding.*

*Polls from different dates may not be comparable due to differing samples. September, 2013 included only likely voters.*