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?

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

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

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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

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11. Bob McDonnell

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12. Ken Cuccinelli

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13. Terry McAuliffe

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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.