

**Roanoke College Poll
2016 General Election
January, 2016 Topline Results**

* Not all poll results are directly comparable. Each January poll is comprised of a sample of all Virginia residents 18 or older and is weighted to reflect census data, and those results are comparable. Other polls may include only registered voters or likely voters and are weighted to reflect voter turnout models, which vary slightly from year to year.

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	7%
Southside	7%
Central VA/Richmond	21%
Northern VA	30%
Tidewater	25%

Questions 2 through 10 previously released

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.

11. Hillary Clinton

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	36%	51%	11%	2%
Nov. 2015	34%	47%	13%	5%

12. Donald Trump

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	22%	63%	13%	2%
Nov. 2015	23%	55%	13%	9%

13. Ben Carson

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	31%	38%	11%	19%
Nov. 2015	35%	32%	12%	21%

14. Marco Rubio

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	29%	32%	13%	26%
Nov. 2015	29%	26%	12%	34%

15. Jeb Bush

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	19%	50%	17%	14%
Nov. 2015	20%	46%	16%	18%

16. Bernie Sanders

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	40%	31%	11%	18%
Nov. 2015	29%	34%	12%	26%

17. Ted Cruz

	Favorable	Unfavorable	Mixed/Unsure	Refused
Jan. 2016	26%	38%	15%	21%
Nov. 2015	18%	38%	12%	32%

Questions 18 through 40 previously released

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

41. Are you currently married, living with a partner, divorced, separated, or have you never been married?

Married	54%
Living with a partner	5%
Divorced	11%
Separated	1%
Widowed	6%
Never been married	21%
Refused	1%

42. How much education have you completed?

Less than high school	3%
High School	14%
Some college/tech school	25%
Associate's degree	9%
Bachelor's degree	25%
Advanced degree	24%
Refused	1%

43. Code respondent's sex

Male	47%
Female	53%

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

18-29	16%
30-44	26%
45-64	42%
65+	15%
Refused	1%

45. Are you of Hispanic or Latino origin such as Mexican, Puerto Rican, Cuban or some other Spanish background?

Yes	5%
No	94%
Refused	1%

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

White/Hispanic	74%
African-American	20%
Other	4%
Refused	2%

47. 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	7%
\$20,001-\$35,000	11%
\$35,001-\$50,000	16%
\$50,001-\$75,000	16%
\$75,001-\$100,000	12%
More than \$100,000	31%
Refused	7%

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

Liberal	28%
Moderate	34%
Conservative	31%
Other	4%
Refused	3%

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

Democrat	35%
Republican	31%
Independent	21%
Other/None	6%
Refused	7%

Questions 50 through 52 previously released

53. Are you registered to vote in Virginia?

Yes	100%
No/Refused	

54. [IF REGISTERED] How likely is it that you will vote in the presidential election in November. Would you say it is very likely, somewhat likely, not very likely, or not likely?

Very likely	92%
Somewhat likely	8%

[IF REGISTERED AND VERY OR SOMEWHAT LIKELY TO VOTE, N=524] The 2016 election is far away, but if the election for president was held today, who would you vote for if the candidates were [ROTATED]:

55.

Hillary Clinton, the Democrat	52%
Donald Trump, the Republican	35%
Undecided/Refused	13%

56.

Hillary Clinton, the Democrat	46%
Marco Rubio, the Republican	43%
Undecided/Refused	12%

57.

Hillary Clinton, the Democrat	45%
Ted Cruz, the Republican	41%
Undecided/Refused	14%

58.

Bernie Sanders, the Democrat	55%
Donald Trump, the Republican	33%
Undecided/Refused	11%

59.

Bernie Sanders, the Democrat	48%
Marco Rubio, the Republican	38%
Undecided/Refused	14%

60.

Bernie Sanders, the Democrat	49%
Ted Cruz, the Republican	37%
Undecided/Refused	14%

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