

Roanoke College Poll
Late October/November 2016
2016 Presidential Election

Hi, I'm _____ and I'm calling from Roanoke College. How are you today/this evening? We're conducting a survey of Virginia residents regarding important issues and your opinion is very important to us. 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? IF NOT IN COUNTY, THEN WHICH CITY. IF THERE IS A CITY AND COUNTY WITH THE SAME NAME, ASK IF THEY LIVE IN CITY OR COUNTY.

*CL REGION [CODED AUTOMATICALLY, NOT ASKED]

Southwest Virginia	13%
Southside	10%
Shenandoah Valley	7%
Central Virginia/Richmond	19%
Northern Virginia	29%
Tidewater	23%

2. Are you registered to vote in Virginia?

Yes	100%
No/Refused	

3. How likely is it that you will vote in the presidential election in November? Is it very likely, somewhat likely, not very likely, or not likely at all?

Very likely	97%
Somewhat likely [TERMINATE]	
Not very likely [TERMINATE]	
Not likely at all [TERMINATE]	
I already voted	3%

4. If the presidential election was held today and you had to decide right now, would you vote for [ROTATE FIRST FOUR]

Hillary Clinton, the Democrat	45%
Donald Trump, the Republican	38%
Gary Johnson, the Libertarian	5%
Jill Stein, the Green Party	2%
Evan McMullin, the Independent	1%
Unsure [VOLUNTERED ONLY]	9%
Refused [TERMINATE]	

4. a. [IF NOT CLINTON OR TRUMP] And if the choices were only Hillary Clinton and Donald Trump, who would you vote for? [COMBINED WITH Q. 4]

Clinton	49%
Trump	40%
Unsure [VOLUNTERED ONLY]	3%
Refused[VOLUNTERED ONLY]	3%
I would not vote [VOLUNTERED ONLY]	5%

4. b. [IF UNSURE] Are you leaning toward voting for a particular candidate—Clinton, Trump, Johnson, Stein, or McMullin?

Clinton	8%
Trump	18%
Johnson	1%
Stein	7%
McMullin	1%
Unsure	66%

5. What is the most important issue to you in this election?

Economy--jobs, unemployment, debt, etc.	24%
Immigration	6%
Terrorism	3%
Economic inequality	1%
Education	2%
Health care/ Obamacare	9%
Climate change	2%
Race relations	1%
Abortion	5%
Gun control/gun rights	1%
Crime/police	1%
Honesty/character/corruption	10%
Leadership	4%
Defeating Trump	4%
Defeating Clinton	2%
War	1%
Supreme Court	3%
Foreign relations	4%
Other	13%
Refused	4%

6. How confident are you that the votes across the country will be accurately counted in the upcoming election? Very confident, somewhat confident, not too confident or not confident at all?

Very confident	45%
Somewhat confident	28%
Not too confident	14%
Not confident at all	11%
Unsure	2%
Refused	0%

7. 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?

Right direction	35%
Wrong track	57%
Unsure	7%
Refused	2%

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:

8. Barack Obama

Favorable	55%
Unfavorable	35%
Mixed	9%
Don't know/Refused	1%

9. Hillary Clinton

Favorable	40%
Unfavorable	47%
Mixed	13%
Don't know/Refused	1%

10. Donald Trump

Favorable	25%
Unfavorable	58%
Mixed	15%
Don't know/Refused	2%

11. How qualified is Hillary Clinton to be president, is she very qualified, somewhat qualified, not very qualified, or not at all qualified?

Very qualified	41%
Somewhat qualified	28%
Not very qualified	6%
Not qualified at all	25%
Unsure/Refused	1%

11.a. And how qualified is Donald Trump?

Very qualified	10%
Somewhat qualified	32%
Not very qualified	14%
Not qualified at all	43%
Unsure/Refused	2%

12. How well does Trump represent your issues and policy preferences? Very well, somewhat, not very well, or not well at all?

Very well	19%
Somewhat	28%
Not very well	14%
Not well at all	39%
Unsure/Refused	1%

12. a. How well does Clinton represent your issues and policy preferences? Very well, somewhat, not very well, or not well at all?

Very well	21%
Somewhat	32%
Not very well	11%
Not well at all	34%
Unsure/Refused	2%

13. How well does Clinton understand the problems of people like you? Very well, somewhat, not very well, or not well at all?

Very well	25%
Somewhat	29%
Not very well	16%
Not at all	28%
Unsure/Refused	2%

13.a. And how well does Trump understand the problems of people like you?

Very well	17%
Somewhat	27%
Not very well	16%
Not at all	39%
Unsure/Refused	2%

14. As you may know, the FBI has reopened the investigation into Hillary Clinton's emails. Did this influence you to switch from Hillary Clinton to [Trump, Johnson, Stein, or McMullin] or did you support [Trump, Johnson, Stein, or McMullin] before this?

Yes, this influenced me	7%
No, I already supported xxx	91%

It might have [VOLUNTEERED]	1%
Don't know/Refused	2%

14. a. As you may know, the FBI has reopened the investigation into Hillary Clinton's emails. Did this influence you to switch from Hillary Clinton to Undecided or were you undecided before this?

Yes, this influenced me	10%
No, I was previously undecided	85%
It might have [VOLUNTEERED]	1%
Don't know/Refused	5%

14. b. [IF SUPPORTS CLINTON] As you may know, the FBI has reopened the investigation into Hillary Clinton's emails. Does this make you think about supporting another candidate for president?

Yes, it does	2%
No, it does NOT	96%
It might/maybe	2%
Don't know/Refused	1%

15. Code respondent's sex [NOT ASKED]

Male	47%
Female	53%

16. Thanks so much for your patience. I have a few questions about you for statistical purposes. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married	60%
Living with partner	5%
Divorced	9%
Separated	1%
Widowed	4%
Never married	21%
Refused	1%

17. How much education have you completed?

Less than high school	1%
High School	13%
Some college/technical school	25%
Associate's Degree	10%
Bachelor's Degree	30%
Advanced Degree	21%
Refused	0%

18. And in what year were you born?

18. a. [IF REFUSED] This information is really important to us only for statistical purposes. Would you feel comfortable telling which of the following age groups includes you: 18-29, 30-44, 45-64, or 65 or older?

18-29	19%
30-44	26%
45-64	40%
65 or older	14%
Refused	1%

19. [IF THEY HESITATE OR REFUSE, REMIND THEM THIS IS FOR STATISTICAL PURPOSES ONLY. THEIR RESPONSES ARE ANONYMOUS AND CONFIDENTIAL. IT IS IMPORTANT THAT WE GET THIS INFORMATION SO THEY CAN BE CLASSIFIED CORRECTLY.] Are you of Hispanic or Latino origin?

Yes, Hispanic	3%
No, not Hispanic	95%
Refused	2%

20. [NOTE THAT SOME HISPANICS OR LATINOS MAY IDENTIFY AS WHITE OR AFRICAN-AMERICAN, SO BE SURE TO ASK THIS QUESTION] What is your race? Are you White, African-American, or some other race?

White / Hispanic / Latino	74%
African-American	20%
Other/multi-racial	5%
Refused	2%

21. 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	5%
\$20,000-\$35,000	9%
\$35,000-\$50,000	13%
\$50,000-\$75,000	17%
\$75,000-\$100,000	15%
More than \$100,000	33%
Refused	8%

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

Liberal	26%
Moderate	37%
Conservative	31%
Other/Unsure	3%
Refused	4%

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

Democrat	35%
Republican	28%
Independent	21%
Other	5%
Refused	12%

23. a. [IF INDEPENDENT, OTHER OR REFUSED] As of today, do you lean more toward the Democratic party or toward the Republican party? [RESULTS ARE COMBINED WITH THOSE IN Q. 23]

Democrat	47%
Republican	43%
Neither/Refused	10%

Thank you for your time and have a nice <HOUR1>. If you have any questions or comments about this survey, you may contact Dr. Harry Wilson at (540) 375-2415. You may also contact the Roanoke College Institutional Review Board at (540) 375-2465.