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?

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<td>Unsure/mixed</td>
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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?

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

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

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<td>Disapprove</td>
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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 CUCINELLI] 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/  3%
Government Spending
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.

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<thead>
<tr>
<th>Name</th>
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<tr>
<td>15. Barack Obama</td>
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<td>16. Bob McDonnell</td>
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<td>17. Tim Kaine</td>
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<td>18. Mark Warner</td>
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19. Ken Cuccinelli

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20. Terry McAuliffe

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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%
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%
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.