Roanoke College Poll
2013 Gubernatorial Election
October 30, 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	11%
Shenandoah Valley	7%
Southside	9%
Central VA/Richmond	20%
Northern VA	30%
Tidewater	23%

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	85%
Somewhat likely	16%
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	31%
Terry McAuliffe, the Democrat	46%
Rob Sarvis, the Libertarian	9%
Someone else [VOL]	14%
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	18%
McAuliffe	19%

| Sarvis | 5% |
| Uncertain | 59% |

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	58%
Against McAuliffe	24%
Both (VOL)	17%
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	40%
Against Cuccinelli	44%
Both (VOL)	15%
Unsure/No answer	1%

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

E. W. Jackson, the Republican	32%
Ralph Northam, the Democrat	48%
Uncertain	20%
No answer	1%

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

Mark Obenshain, the Republican	35%
Mark Herring, the Democrat	46%
Uncertain	19%
No answer	1%

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

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 30, 2013	41%	33%	21%	5%
Oct 2013	43%	29%	21%	7%
Sept 2013	46%	31%	16%	7%
July 2013	49%	26%	12%	13%
April 2013	49%	21%	16%	14%
Jan 2013	54%	19%	15%	12%

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

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 30, 2013	43%	45%	12%	0%
Oct 2013	39%	49%	11%	1%
Sept 2013	40%	49%	10%	1%
July 2013	40%	50%	8%	3%
April 2013	44%	47%	7%	2%
Jan 2013	44%	46%	9%	1%

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

	Approve	Disapprove	Mixed/Unsure	No Answer
Oct 30, 2013	4%	88%	7%	1%
Oct 2013	6%	85%	7%	2%
Sept 2013	10%	78%	11%	2%
July 2013	11%	76%	11%	2%
April 2013	12%	77%	8%	3%
Jan 2013	10%	81%	7%	3%

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

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 30, 2013	50%	42%	7%	1%
Oct 2013	46%	46%	6%	2%
Sept 2013	46%	43%	8%	3%
July 2013	45%	48%	5%	2%
April 2013	48%	43%	5%	4%
Jan 2013	50%	42%	6%	3%

11. Bob McDonnell

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 30, 2013	40%	33%	18%	9%
Oct 2013	42%	30%	18%	11%
Sept 2013	42%	28%	18%	12%
July 2013	46%	24%	12%	18%
April 2013	44%	22%	12%	22%
Jan 2013	48%	17%	17%	19%

12. Ken Cuccinelli

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 30, 2013	28%	52%	11%	8%
Oct 2013	31%	46%	12%	11%
Sept 2013	28%	42%	12%	18%
July 2013	33%	26%	7%	34%
April 2013	26%	24%	5%	45%
Jan 2013	22%	24%	8%	46%

13. Terry McAuliffe

	Favorable	Unfavorable	Mixed/Unsure	DK/NA
Oct 30, 2013	36%	33%	20%	12%
Oct 2013	32%	36%	15%	16%
Sept 2013	27%	31%	18%	24%
July 2013	24%	20%	10%	45%
April 2013	12%	18%	9%	61%
Jan 2013	10%	16%	11%	62%

14. Robert Sarvis

Favorable	16%
Unfavorable	13%
Mixed/unsure	16%
DK/NA	55%

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

Economy (general)	28%
Unemployment/jobs	18%
Health care	10%
Govt. spending/debt/size of govt.	5%
Education	5%
Abortion/Women's issues	5%
Honesty/integrity/scandal	4%
All other	20%
No answer	5%

Regardless of how you will vote, which candidate do you think would do a better job dealing with the following issues—Cuccinelli, McAuliffe, or Sarvis?

16. First, the economy and jobs

Cuccinelli	33%
McAuliffe	44%
Sarvis	8%

Unsure	14%
No answer	2%

17. Health care

Cuccinelli	31%
McAuliffe	44%
Sarvis	7%
Unsure	17%
No answer	2%

18. Education

Cuccinelli	29%
McAuliffe	42%
Sarvis	8%
Unsure	19%
No answer	3%

19. Taxes

Cuccinelli	35%
McAuliffe	37%
Sarvis	7%
Unsure	19%
No answer	3%

20. Transportation

Cuccinelli	26%
McAuliffe	40%
Sarvis	6%
Unsure	25%
No answer	3%

21. Abortion

Cuccinelli	27%
McAuliffe	44%
Sarvis	8%
Unsure	17%
No answer	4%

22. Government spending

Cuccinelli	36%
McAuliffe	33%
Sarvis	9%
Unsure	19%
No answer	4%

23. Gun control

Cuccinelli	33%
McAuliffe	40%
Sarvis	6%
Unsure	18%
No answer	4%

24. The environment

Cuccinelli	25%
McAuliffe	46%
Sarvis	8%
Unsure	19%
No answer	3%

25. Energy

Cuccinelli	27%
McAuliffe	42%
Sarvis	7%
Unsure	21%
No answer	3%

26. Again, regardless of how you will vote, please tell me which candidate you think is the most trustworthy—McAuliffe, Cuccinelli, or Sarvis?

Cuccinelli	25%
McAuliffe	36%
Sarvis	16%
Unsure	18%
No answer	5%

27. And which candidate do you think is the most intelligent?

Cuccinelli	24%
McAuliffe	27%
Sarvis	10%
Unsure	33%
No answer	7%

28. Which candidate cares the most about people like you?

Cuccinelli	25%
McAuliffe	38%
Sarvis	13%
Unsure	19%
No answer	5%

29. Which candidate best understands the problems and challenges currently facing Virginia?

Cuccinelli	30%
McAuliffe	39%

Sarvis	11%
Unsure	17%
No answer	4%

30. Did you see any of the gubernatorial debates on television or the internet?

Yes	27%
No	73%

30.a. [IF YES] Which candidate do you think won the debate—Cuccinelli or McAuliffe?

Cuccinelli	25%
McAuliffe	40%
Unsure	36%

31. Have you visited any of the candidates' web sites? [MAY ANSWER YES TO MORE THAN ONE, SO TOTALS WILL NOT ADD TO 100%]

Yes, Cuccinelli	15%
Yes, McAuliffe	14%
Yes, Sarvis	5%
No	80

32. Do you follow any of the candidates on Facebook, Twitter or any other social media? [MAY ANSWER YES TO MORE THAN ONE, SO TOTALS WILL NOT ADD TO 100%]

Yes, Cuccinelli	4%
Yes, McAuliffe	4%
Yes, Sarvis	2%
No	93%

33. Please tell if the following are important sources of political news for you?

Television news	81%
Newspapers	62%
Radio news	53%
The internet	64%
Friends and family	55%

34. Some people think government functions better when one political party controls both the executive branch and the legislature. Others think that things are better when one party controls one branch and the other party controls the other. Which is closer to your view?

One party control	33%
Divided government	52%
Unsure	13%
No answer	3%

35. Some think that elected officials need to compromise so that the government can get things done. Other think that elected officials should stick to their principles even if that means the government does not function smoothly. Which is closer to your view?

Compromise	78%
No compromise	11%
Mixed/ unsure	9%
No answer	2%

36. If an elected official did compromise on something you believe is a core issue or value, would you be likely to trust and vote for that person in the future or would you not trust them to do what they say and not vote for them?

Would vote for them	58%
Would not vote for them	19%
Unsure	21%
No answer	3%

37. In general, do you think that elected officials should make decisions that they think are correct or necessary or should they represent the views of their constituents, even if they disagree with those views?

Do what they think is correct	28%
Represent constituents	61%
Unsure	9%
No answer	2%

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

38. How much education have you completed?

Less than high school	1%
High School	14%
Some college/tech school	22%
Associate's degree	10%
Bachelor's degree	33%
Advanced degree	21%

39. Code respondent's sex

Male	48%
Female	52%

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

18-29	10%
30-44	24%

45-64	48%
65+	18%

41. Are you of Hispanic or Latino origin?

Yes	5%
No	95%

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

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

43. 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	10%
$35,001-$50,000	14%
$50,001-$75,000	20%
$75,001-$100,000	16%
More than $100,000	33%

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

Liberal	22%
Moderate	39%
Conservative	31%
Other	4%
DK/NA	4%

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

Democrat	36%
Republican	27%
Independent	24%
Other/None	7%
Refused	7%

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

Agree	21%
Disagree	51%
Neutral	9%

Unsure	18%
DK/NA	1%

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

Yes, voted	96%
No, did not vote	3%
Don't recall/No answer	1%