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**DEM HAS LIKELY VOTER LEAD IN VIRGINIA GOVERNOR'S RACE,
QUINNIPIAC UNIVERSITY POLL FINDS;
CANDIDATES FOR LT. GOV, ATTORNEY GENERAL ARE UNKNOWN**

Democrat Terry McAuliffe has a 48 – 42 percent lead over Republican State Attorney General Ken Cuccinelli in the race to become Virginia's next governor, according to today's Quinnipiac University poll, the first survey in this race among voters likely to vote in the November election.

The six-point lead for McAuliffe is not comparable to previous surveys by the independent Quinnipiac (KWIN-uh-pe-ack) University, taken among registered voters.

Honesty is the most important quality Virginia likely voters are considering when they choose a candidate as 58 percent of voters say a candidate's "honesty and trustworthiness" are "extremely important" while 35 percent say "very important." Voters are divided 39 – 36 percent on whether McAuliffe is honest and trustworthy, and are divided 42 – 43 percent on Cuccinelli's honesty.

A candidate's experience is extremely important, 19 percent say, as 42 percent say very important. Cuccinelli has the right kind of experience, voters say 56 – 31 percent, compared to 46 – 34 percent for McAuliffe.

A candidate's "understanding of the problems of people like you" is extremely important, 44 percent of voters say, while 38 percent say very important. Voters are divided on McAuliffe as 38 percent say he understands and 42 percent say he doesn't. By a wide 51 – 37 percent margin, voters say Cuccinelli does not understand.

"Democrat Terry McAuliffe is up 16 percentage points among voters who say empathy or understanding their problems is extremely important, while Republican Attorney General Ken Cuccinelli has a 23-point advantage among those who say the right kind of experience is extremely important," said Peter A. Brown, assistant director of the Quinnipiac University Polling Institute. "It's a tossup among voters who say honesty is extremely important. Voters care more about empathy than experience which helps explain McAuliffe's lead."

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Quinnipiac University Poll/August 21, 2013 – page 2

“The campaign has been light on issues and big on personalities, and it is in the area of personal characteristics that McAuliffe has a small edge,” said Brown. “It seems obvious that Gov. Bob McDonnell’s political troubles are hurting fellow Republican Cuccinelli. Guilt by association may not be fair, but it sure is politically powerful. Trust matters and at this point neither man is doing all that well in that category.”

McAuliffe carries Democrats 92 – 1 percent while Cuccinelli wins Republicans 90 – 6 percent. Independent voters are divided with 42 percent for McAuliffe and 44 percent for Cuccinelli.

The candidates break even 45 – 46 percent among men while McAuliffe takes women 50 – 38 percent. Cuccinelli wins white voters 50 – 42 percent, while black voters go Democratic 74 – 7 percent.

Voters have a 41 – 35 percent unfavorable view of Cuccinelli and disapprove slightly, 46 – 42 percent, of his performance as attorney general. They have a split 34 – 33 percent favorable/ unfavorable opinion of McAuliffe.

Virginia voters say 56 – 25 percent that McAuliffe spends more time attacking Cuccinelli rather than explaining what he would do as governor.

Cuccinelli spends more time attacking rather than explaining, voters say 52 – 32 percent.

With less than three months until the election, the candidates for attorney general and lieutenant governor are unknown to the vast majority of voters.

In the race for lieutenant governor, 75 percent of voters don’t know enough about Republican E.W. Jackson to form an opinion of him, and 87 percent don’t know enough about Democrat Ralph Northam.

Republican attorney general candidate Mark Obenshain gets an 82 percent “don’t know enough,” compared to 88 percent for Democrat Mark Herring.

From August 14 – 19, Quinnipiac University surveyed 1,129 likely voters with a margin of error of +/- 2.9 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Colorado, Iowa and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).

1. If the election for Governor were being held today, and the candidates were Terry McAuliffe the Democrat and Ken Cuccinelli the Republican, for whom would you vote? (If undecided) As of today, do you lean more toward McAuliffe or Cuccinelli? (Table includes leaners)

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	48%	6%	92%	42%	45%	50%	42%	74%
Cuccinelli	42	90	1	44	46	38	50	7
SMONE ELSE (VOL)	2	1	1	3	2	2	1	4
DK/NA	9	4	6	12	8	9	6	15

	WHITE.....							
	COLLEGE DEG		RELIGION.....					
	Yes	No	Prot	Cath	None	Men	Wom	
McAuliffe	46%	38%	32%	42%	65%	36%	48%	
Cuccinelli	46	54	59	53	29	57	44	
SMONE ELSE (VOL)	2	1	1	2	1	2	1	
DK/NA	5	7	8	4	4	6	7	

	COLLEGE DEG		ANNUAL HSHOLD INC			AGE IN YRS.....		
	Yes	No	<50K	50-100	>100K	18-49	50-64	65+
McAuliffe	50%	45%	52%	43%	50%	50%	45%	47%
Cuccinelli	41	44	37	49	42	42	42	44
SMONE ELSE (VOL)	2	2	3	1	1	2	1	1
DK/NA	7	9	8	7	7	7	11	8

	EXTREMELY IMPORTANT TO VOTE Q25, 26, 27		
	Hon-esty	Expr-nce	Under-Stndg
McAuliffe	45%	34%	52%
Cuccinelli	44	57	36
SMONE ELSE (VOL)	2	3	1
DK/NA	9	7	10

1a. (If candidate chosen q1) Will you definitely vote for (Candidate of choice q1), or is there a chance you could change your mind and vote for (Candidate not chosen q1)? IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

	LIKELY VOTERS.....		
	CANDIDATE CHOSEN Q1.....		
	CANDIDATE OF CHOICE Q1..		
	Tot	McAuliffe	Cuccinelli
Def vote for cand	76%	78%	74%
Unlikely to change	12	12	11
Good chance change	10	9	11
DK/NA	3	1	4

1b. (If candidate chosen q1) Would you say you are very enthusiastic about supporting (Candidate chosen), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

	LIKELY VOTERS.....		
	CANDIDATE CHOSEN Q1.....		
	CANDIDATE OF CHOICE Q1..		
	Tot	McAuliffe	Cuccinelli
Very enthusiastic	25%	23%	27%
Smwht enthusiastic	57	55	58
Not so enthusiastic	13	15	10
Not enthus at all	4	5	3
DK/NA	2	2	1

2. Is your opinion of Terry McAuliffe favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	34%	6%	67%	30%	32%	36%	29%	60%
Unfavorable	33	60	5	37	38	29	39	6
Hvn't hrd enough	31	34	28	31	29	33	30	34
REFUSED	1	1	1	2	1	2	1	-

3. Is your opinion of Ken Cuccinelli favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	35%	73%	6%	35%	39%	32%	40%	11%
Unfavorable	41	6	73	41	38	44	39	54
Hvn't hrd enough	22	20	20	22	23	22	20	34
REFUSED	2	2	1	2	1	2	1	1

5. Is your opinion of E.W. Jackson favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	8%	13%	2%	9%	11%	6%	10%	3%
Unfavorable	16	6	27	15	20	12	15	19
Hvn't hrd enough	75	81	69	75	68	81	74	77
REFUSED	1	-	2	1	1	1	1	1

6. Is your opinion of Ralph Northam favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	8%	4%	15%	5%	8%	8%	8%	9%
Unfavorable	4	4	3	4	4	4	4	4
Hvn't hrd enough	87	91	81	91	88	87	88	85
REFUSED	1	-	1	-	-	1	-	1

7. Is your opinion of Mark Herring favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	8%	2%	15%	7%	9%	8%	8%	7%
Unfavorable	3	4	1	3	4	2	3	5
Hvn't hrd enough	88	92	83	88	87	88	88	87
REFUSED	1	1	1	1	-	2	1	1

8. Is your opinion of Mark Obenshain favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	12%	15%	5%	14%	13%	10%	13%	4%
Unfavorable	6	5	10	5	8	5	7	3
Hvn't hrd enough	82	80	84	81	79	84	80	92
REFUSED	1	-	1	-	-	1	1	-

23. Do you approve or disapprove of the way Ken Cuccinelli is handling his job as Virginia Attorney General?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Approve	42%	81%	12%	42%	46%	39%	49%	19%
Disapprove	46	11	76	48	45	48	42	66
DK/NA	11	8	12	11	10	13	9	15

25. (INTRO Q25-27: Thinking about this year's election for governor, for each personal quality I name, please tell me how important it is in your decision of who to support in the election for governor.)
How about the candidate's - experience, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	19%	28%	16%	17%	20%	18%	20%	19%
Very important	42	48	43	40	36	48	43	41
Somewhat important	32	22	34	36	36	29	32	34
Not so important	4	2	4	5	4	4	4	3
Not important at all	2	-	2	2	2	1	1	2
DK/NA	-	-	1	-	-	-	-	1

26. How about the candidate's - understanding of the problems of people like you, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	44%	37%	50%	43%	41%	46%	40%	62%
Very important	38	44	33	37	37	38	39	31
Somewhat important	16	15	15	15	18	13	19	6
Not so important	2	2	1	2	2	1	1	-
Not important at all	1	1	-	1	1	-	1	-
DK/NA	1	-	1	1	1	1	-	1

27. How about the candidate's - honesty and trustworthiness, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	58%	60%	52%	63%	58%	58%	60%	51%
Very important	35	33	43	29	34	36	34	43
Somewhat important	6	7	4	8	7	6	6	6
Not so important	-	-	-	1	-	-	-	1
Not important at all	1	-	-	-	1	-	1	-
DK/NA	-	-	-	-	-	-	-	-

28. (INTRO Q28-33: Now, I'd like to ask whether you think each of these qualities describes each candidate in the election for governor.)
Do you think Ken Cuccinelli - has the right kind of experience to be Governor of Virginia or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	56%	83%	33%	59%	63%	51%	63%	33%
No	31	5	54	29	27	35	26	50
DK/NA	13	12	13	12	11	14	11	17

29. Would you say that Ken Cuccinelli - understands the problems of people like you or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	37%	73%	11%	35%	41%	34%	43%	14%
No	51	17	79	54	47	55	47	76
DK/NA	11	9	10	11	11	11	10	11

30. Would you say that Ken Cuccinelli - is honest and trustworthy or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	42%	77%	15%	41%	47%	37%	48%	19%
No	43	10	69	44	39	47	38	65
DK/NA	15	12	16	15	14	16	14	16

31. Do you think Terry McAuliffe - has the right kind of experience to be Governor of Virginia or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	46%	29%	71%	40%	45%	47%	44%	58%
No	34	49	12	40	36	31	36	21
DK/NA	21	23	16	19	19	22	20	22

32. Would you say that Terry McAuliffe - understands the problems of people like you or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	38%	18%	65%	32%	37%	39%	35%	57%
No	42	59	19	51	44	39	46	25
DK/NA	20	23	16	17	19	22	20	18

33. Would you say that Terry McAuliffe - is honest and trustworthy or not?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	39%	21%	65%	33%	36%	42%	36%	56%
No	36	52	13	43	40	33	40	21
DK/NA	25	27	22	24	23	26	24	23

35. What do you think Ken Cuccinelli is spending more time doing in his campaign, explaining what he would do if elected Governor or attacking Terry McAuliffe?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Explaining	32%	47%	20%	32%	35%	28%	34%	23%
Attacking	52	36	62	56	50	55	51	56
DK/NA	16	17	18	12	15	17	15	22

36. What do you think Terry McAuliffe is spending more time doing in his campaign, explaining what he would do if elected Governor or attacking Ken Cuccinelli?

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Explaining	25%	14%	42%	21%	24%	26%	21%	43%
Attacking	56	67	38	63	57	54	61	35
DK/NA	19	19	20	16	18	20	19	22